

AMERICAN NURSERYMAN

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

AUGUST 1, 1949

LIBRARY
A. & M. COLLEGE OF TEXAS



Tilia Petiolaris

SEEDS

TREE—SHRUB—PERENNIAL
FLOWER—VEGETABLE

HERBST BROTHERS
92 Warren St., New York 7, N. Y.

Correspondence with seed collectors and growers invited.

Free catalog "Seeds for Nurserymen."

POPPIES — PEONIES

ORIENTAL POPPIES

Our Oriental Poppies are grown from cuttings. We recommend August and September planting. If later shipment is desired, we have cold-storage facilities to keep them in first-class condition. IMMEDIATE SHIPMENT.

	Per 100
BEAUTY OF LIVERMORE —Deep oxblood, velvety red; extra-large, distinctive foliage; sturdy erect stems. The earliest deep red poppy. 39 ins.	\$25.00
CERISE BEAUTY —Profuse bloomer, medium-size flowers and height. Flowers are a deep rose with glittering blackish-purple blotches. 32 ins.	25.00
GOLD OF OPHIR —A poppy of medium height, about 24 to 28 ins. The flowers are golden-orange.	25.00
HENRI CAYEUX IMPROVED —Much larger flowers than Henri Cayeux but otherwise similar. The big blooms are a peculiar tint of ashes of roses or an old rose shaded burgundy.	25.00
LACHS KOENIGEN —Peach-red, with a rosy cast.	25.00
LULA A. NEELEY —Good strong stems support flowers of brilliant oxblood red, the color holding until the last. Does well as cut flower. 34 ins.	25.00
MRS. PERRY'S PINK —Apricot-pink, often called apricot-orange. Petals marked with a brown blotch. 26 ins.	20.00
MRS. PERRY'S WHITE —Flowers are a fine satiny white with a crimson-maroon blotch at the base of each petal.	30.00
ORIENTAL HYBRIDS —Scarlet-crimson with black spots at the base of the petals. 2-year seedlings.	12.00
1-year seedlings.	8.00
RED FLAME —Flowers of medium size. On very straight stems. Lacquered in color. Good foliage. Strong stems. 32 ins.	25.00
SASS PINK —No doubt one of the finest and largest pink poppies. The immense blooms are of fine crapy texture and of a lovely light delicate flesh-pink shade with a gray-mauve center.	30.00

PEONIES

Our Peonies are 3 to 5-eye divisions, clean, healthy and true to variety. Available for SHIPMENT AFTER SEPTEMBER 15.

*Indicates recommended cut flower varieties.

	Per 100
Albert Crousse , (8.6) Late. Pink with faint salmon tints; rose-type flowers.	\$35.00
Alexandre Dumas , (7.1) Late. Crown type, brilliant pink, large compact, bomb shape, fragrant.	30.00
Alsace-Lorraine , (8.8) Late. Pointed white petals suffused with a golden light from the stamens.	35.00
Archie Brand , (7.5) Large, round, full rose-type blossom of shell-pink.	35.00
Asa Gray , (8.1) Midseason. Lavender-pink sprinkled with spots of deeper pink.	35.00
Avalanche , (8.7) Late midseason. Large, free-blooming, fine white open blush but fade to white.	35.00
Baroness Schroeder , (9.0) Midseason. Very large flowers, which open blush but fade to white.	40.00
Benjamin Franklin , (8.1) Midseason. Dark, rich crimson.	35.00
Charles McKellip , (7.8) Late midseason. Bright red.	35.00
Chestine Gowdy , (8.4) Outer petals shell-pink, inclosing a ring of creamy petals, then a tall cone of pink splashed carmine.	35.00
Claire Dubois , (8.7) Late. Rich, satin pink with silvery tints.	35.00
Couronne d'Or , (8.1) (Crown of Gold) Late midseason. Pure white with center petals tipped with red.	35.00
Delicatissima , (7.6) Midseason. Large, compact bloomer of a delicate all one color pink, borne in great profusion on erect medium-length stems.	30.00
Duchesse de Nemours , (8.1) Early. Pure white.	35.00
Duchesse d'Orleans , (6.1) Midseason. Bomb type. Deep pink with salmon.	25.00

PEONIES — Continued

	Per 100
*Edulis Superba , (7.6) Early. Bright, clear mauve-pink.	\$30.00
Eugene Verdier , (8.3) Late. Peach-pink tinted cream.	40.00
*Felix Crousse , (8.4) Midseason. Brilliant, ruby-red.	38.00
*Festiva Maxima , (9.3) Early. Pure white flecked with crimson.	40.00
*Floral Treasure , (7.5) Early. Clear even pale lilac-rose. Very free-flowering.	30.00
Fragrans , (5.8) Late. Bomb type. Dark pink shaded solferino-red.	25.00
Francois Orlegat , (6.7) Midseason. Large. Semirose type. Deep crimson with brilliant golden-yellow anthers. Fragrant.	25.00
Francis Willard , (9.1) Late midseason. Exquisite blush changing to pure white.	45.00
Fulgida , Late midseason. Semirose type. Ruby-red.	30.00
General Bertrand , (7.1) Early. Double type. Silver-pink, large, tall, profuse bloomer.	30.00
*Inspecteur Lavergne , (8.5) Early. Vivid crimson.	40.00
James R. Mann , (8.7) Midseason. Rose-pink, lightly streaked with crimson.	35.00
Jubilee , (8.9) Midseason. Large white flat flowers with long, narrow petals.	40.00
*Karl Rosenfield , (8.8) Midseason. Brilliant velvety crimson blooms.	35.00
Lady Alexander Duff , (9.1) Midseason. Very large, light blush-pink flowers.	40.00
*La Perle , (8.5) Midseason. Pink in the bud, opening in a creamy-white, flecked with crimson.	35.00
La Tulipe , (7.5) Early midseason. Flesh-pink in the bud, opening to a creamy-white with crimson streaks.	30.00
*Livingstone , (8.1) Best of all late varieties. Deep pink with flecks of crimson in center.	30.00
Martha Bulloch , (9.1) Late. Soft rose-pink shading to silvery shell pink on the outer petals.	70.00
*Mary Brand , (8.7) Midseason. Deep red.	45.00
Meissonier , (6.5) Midseason. Bomb type. Brilliant crimson, full double flowers on stiff, wiry stems.	25.00
*Mme. de Verneville , (7.0) Early. Large white flowers with crimson marks.	35.00
*Mons. Jules Elie , (9.2) Midseason. Lilac-pink shading to deeper rose overlaid with a sheen of silver.	45.00
Mons. Martin Cahuzac , (8.8) Midseason. Deep maroon, bright golden anthers. Strong grower, free bloomer.	65.00
Mr. L. Van Leeuwen , (8.62) Late midseason. Dark pink with delicate reflex; free bloomer, strong stems. Large and double; petals somewhat irregular.	40.00
Philomela , (7.7) Midseason. Attractive, novel bloom of pink and yellow.	35.00
Phoebe Cary , (8.8) Very late. Large, fragrant flower, soft rose-pink tinted lavender, shaded deeper at center.	75.00
President Roosevelt , (8.5) Midseason. Very fine brilliant red.	35.00
Prince of Darkness , (7.5) Early. Deep red, almost maroon.	35.00
*Queen Victoria , (7.2) Early midseason. Pure white.	35.00
Rachel , (7.9) Midseason. Bright garnet shaded ruby-red.	35.00
*Reine des Fleurs . Good midseason cut flowers. Pink. Especially fine when placed in cold storage.	30.00
*Reine Hortense , (8.7) Midseason. Rose-pink flecked with crimson.	35.00
Rubra Superba , (7.2) Late. Brilliant deep crimson.	30.00
Ruth Brand , (7.9) Early. Large, compact, bomb type; soft lavender-pink. Fragrant.	30.00
*Sarah Bernhardt , (9.0) Midseason. Appleblossom-pink with a silvery edge on petals.	40.00
Solange , (9.7) Late. Rich creamy-white, suffused with buff and delicate salmon-pink.	50.00
Souv. de Louis Bigot , (9.1) Midseason. Vivid rich pink with a salmon undertone.	50.00
Souv. de L'Exposition Universelle , Late midseason. Violet-rose with silvery reflex, and distinctly tipped with silver. Very large, rose-type.	30.00
Therese , (9.8) Midseason. Large, rich satiny pink paling to lilac-lavender in the center.	55.00
*Tourangelle , (9.4) Late. Large blooms of pearl overlaid delicate shade of salmon-pink.	40.00
Walter Faxon , (9.3) Midseason. Vivid salmon-pink.	50.00



One of America's Foremost Nurseries

Mount Arbor Nurseries

ESTABLISHED 1875

• SHENANDOAH IOWA •

AMERICAN NURSERYMAN

[Registered U. S. Patent Office]

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

VOL. XCI, No. 3

AUGUST 1, 1949

Founded 1904
With which was merged 1939
THE NATIONAL NURSERYMAN
Established 1893

* * * * *

Published on the
first and fifteenth
of each month by the
AMERICAN NURSERYMAN
PUBLISHING COMPANY
343 South Dearborn Street,
Chicago 4, Illinois.
Telephone: WAbash 2-8194

* * * * *

Subscription Price:
\$3.00 per year; outside
United States, \$4.00;
Single Copies, 15c.

* * * * *

Advertising Rates
on application.
Forms close fifteen days
before date of issue.

* * * * *

Entered as second-class matter
December 14, 1933, at Chicago,
Ill., under act of March 3, 1879.

CONTENTS

San Francisco Hosts A. A. N. Convention.....	7
Aboard the A. A. N. Special Train.....	14
Panels Highlight Landscape Meeting.....	17
Association Secretaries Discuss Work.....	19
Activities and Achievements of A. A. N.....	21
By Howard C. Taylor, President, A. A. N.	
Value of A. A. N. to Nursery Industry.....	23
By Richard P. White, Executive Secretary, A. A. N.	
Market Development and Publicity.....	25
By Charles M. Boardman, Chairman	
Nursery Conference at Michigan State.....	26
By F. L. O'Rourke	
Plant Notes Here and There.....	29
By C. W. Wood	
Quarantine Activities of the Year.....	32
By R. P. White, Chairman, and A. F. Meehan, Adviser	
Legislation and National Affairs.....	36
By Kenneth B. Law, Chairman	
Editorial.....	6
—Nature of Readjustment.....	6
—Firms That Come and Go.....	6
—Spelling Plant Names.....	5
Setting the Clock.....	6
Convention Notes.....	11
Convention Entertainment.....	12
Personal Publicity.....	16
Coast Mail Order Group.....	16
Name G. L. Welch, Mount	
Arbor, Vice-president.....	18
M. Truman Fossum Weds.....	39
Coming Events.....	40
—Meeting Calendar.....	40
—New Jersey Program.....	40
—Mail Order Nurserymen Plan	
Chicago Meeting.....	40
—Pennsylvania Program.....	41
—Michigan Plans.....	41
—Washington Dates.....	42
—New York State Meeting Will	
Feature Tours.....	42
—New England Plans.....	43
—Southern Anniversary.....	44
—Shade Tree Group Plans	
Twenty-fifth Convention.....	44
—Nut Growers Plan.....	47
Monty Wright, Jr., Weds.....	47
Texas Rose Growers Form	
Cooperative.....	49
Obituary.....	50
—William F. Kelly.....	50
—Charles B. Wing.....	50
—Alfred Rehder.....	51
Pacific Coast News.....	52
—Washington Nurserymen	
Study Virus Diseases.....	52
—California Council Hears	
Robert Pyle.....	53
—California Notes.....	55
Jackson & Perkins Rose	
Festival Draws 200,000.....	59
Southwestern Notes.....	63
Cover Illustration.....	64
—Tilia Petiolaris.....	64

INDEX TO ADVERTISERS

Acme Burlap Bag Co.	74	Greenspon, Louis	63	Perry Nursery Co., O. H.	46
Acme Sprinklers	70	Grootendorst & Sons, F. J.	51	Peterson & Dering	54
Allen Co.	69	Growers Exchange, Inc.	31	Plane View Nursery	44
American Agricultural Chemical Co.	63	Hagen Nursery	58	Plant Marvel Labs.	63
American Bulb Co.	33	Half Moon Mfg. & Trading Co.	51	Plant Products Co.	64
American Cyanamid Co.	66	Halpern Bros.	71	Pontiac Nursery Co.	51
American Florist Supply Co.	65	Harrison Bros. Nurseries	50	Portland Wholesale Nursery Co.	57-74
American Landscape School	64	Heasley's Nurseries	38	Princeton Nurseries	35
Andrews Nursery Co.	50	Herbst Bros.	1	Raincliffe Farm	36
Anna Strawberry Nursery	50	Hess' Nurseries	38	Rambo's Whlse. Nurs., L. J.	50
Arp Nursery Co.	47	Hill Nursery Co., D.	76	Ramsey Co., L. W.	39
Atkin's Sons, L.	74	Hill's Nursery	72	Ravensberg, Maurice C.	51
Automatic Drive Co.	66	Hjortsoe's Planteskole	51	Reliance Fertilizer Co.	71
Ayer-Line Industries	56	Hobbs & Sons, Inc., C. M.	44	Rich & Sons Nursery	54
Bagatelle Nursery	36	Horsford, William Crosby	38	Rivet-O Mfg. Co.	66
Bailey Nurseries, J. V.	42	Howard Rose Co.	55	Roberts Nurseries, Inc.	49
Barry, J. Richard	42	Humphreys Landscape Service	44	Robinson Sales Agency, E. D.	34
Bartlett Mfg. Co.	63	Hydroponic Chemical Co.	73	Romines Plant Farm	49
Berryhill Nursery Co.	41	Hyper-Humus Co.	67	Rose Lawn Nurseries	47
Blackwell Nurseries	48	Ilgenfritz Nurseries, Inc.	41	Roseway Nurseries	52
Bobbink & Atkins	37	Jackson & Perkins Co.	35	Sarcoxis Nurseries	45
Bond Equipment Co.	72	Jewell Nurseries, Inc.	42	Scarff's Sons, W. N.	50
Boxwood Gardens	42	Johnston, Wm. A.	58	Schuykill Chemical Co.	70
Boyd Nursery Co.	46	Kallay Bros. Co.	42	Scotch Grove Nursery	45
Broadway Machine & Mfg. Co.	73	Kelly Bros. Nurs., Inc.	51-62	Scruggs Nursery	46
Broadway Rubber Mfg. Co.	64	Kiskatom Nurseries	48	Semmes Nursery	48
Brouwer's Nurseries	39	Kline, Edgar L.	57	Shamburger Nursery, Carl	48
Brown Deer Nurseries	40	Kopff & Weckworth	62	Shell Chemical Co.	70
Bryant's Nurseries	44	Koster Nursery	38	Shepard Nurseries	38
Bulk's Nurseries	32	Krieger's Wholesale Nurs.	50	Sherman Nursery Co.	42
Buntings' Nurseries, Inc.	32	LaBars' Rhododendron Nursery	39	Sherwood Nursery Co.	58
Burr & Co., C. R.	36	Lake's Shenandoah Nurs.	44	Sizemore, Charles	62
Burton's Hilltop Nurs.	42	Lansing Specialties Mfg. Co.	72	Smith Corp., W.-T.	38
Byers Nursery Co.	48	Leghorn's Evergreen Nurs.	35	Sneed Nursery Co.	47
Campbell Co., H. D.	71	Leonard & Son, A. M.	69	Soil Research Labs.	73
Campbell-Hausfeld Co.	62	Lincoln Laboratories	66	Somerset Rose Nursery	63
Carlton Nursery Co.	57	Lindig's Mfg. Co.	72	Southern Nursery & Landscape Co.	47
Carpenter & Co., George B.	68	Lindley Nurseries, Inc.	39	Stribling's Nurseries	53
Carroll Gardens	44	Lovett, Lester	38	Sudbury Soil Test Lab.	72
Carr's Sons, M. L.	42	Lowther Tree Farms	44	Suncrust Evergreen Nurs.	36
Carscallen Nursery Label Co.	58	Luckhard's Nurseries	43-44	Tankard Nurseries	29
Champion Sprayer Co.	65	Magee, Thomas J.	67	Taylor & Sons, L. R.	50
Chase Co., Benjamin	69	Maloney Bros. Nursery Co., Inc.	49	Teufel's Holly Nurs., Geo.	55
Clark Nursery, Arnold C.	46	Manten's Nursery	51	Tingel Printing Co.	74
Classified Ads	60-61	Mathews Co.	72	Vanderbrook & Son, C. L.	36
Cloverset Flower Farm	5	Matthews, E. C.	43	Van Herreweghe, Wm.	51
Cockrell's Riverside Nursery	47	Maxwell, Bowden & Rice, Inc.	37	Van Hevelingen, N.	57
Coleman Tree Pruners	70	McConnell Nursery Co.	45	Van Hof Nurseries	50
Conigisky, B. F.	68	McGill & Son, A.	57	Verhalen Nursery Co.	46
Crystal Soap & Chem. Co.	64	McNeal Berry Nursery	51	Verkade's Nurseries	37
Curtis Nurseries	36	Meehan Co., Thomas B.	36-74	Vermeulen & Son, Inc., John	34
Danuser Machine Co.	68	Milton Nursery Co.	57	Vistica Nursery, Louis	54
Dayton Fruit Tree Label Co.	74	Minneapolis-Moline	28	Vuyk Van Nes Nurseries	51
Deerfield Nurseries	38	Mitsch Nursery	56	Want Ads	59
Del Rancho Fortuna	54	Monrovia Nursery Co.	27	Washington Excelsior & Mfg. Co.	54
Dodd Nurseries, Tom	48	Moran, E. C.	62	Washington Nurseries	58
Doerfler & Sons, F. A.	57	Morse Co., A. B.	74	Wassenberg, C. F.	44
Doty & Doerner, Inc.	57	Mount Arbor Nurseries	2	Waynesboro Nurseries	49
Eagle Creek Nursery Co.	40	"Na-Churs" Plant Food Co.	71	Wayside Garden Co.	44
Evergreen Nursery Co.	42	National Landscape Inst.	64	Weber, H. W.	38
F & F Nurseries	38	Natort Co., W. A.	43	Weeks Whlse. Rose Grower	58
Fairview Evergreen Nurs.	29-68	Neal Bulb Co.	41	Weller Nurseries Co., Inc.	43
Far North Nurseries, Inc.	54	New Amsterdam Import Co.	65	Western Maine Forest Nursery	37
Fike Nurseries	48	Newport Nursery Co.	45	Westhauser Nurseries	49
Fleck, Inc., Raymond A.	62	No-Wilt Plant Products	69	Westminster Nurseries	38
Forest Nursery Co., Inc.	46	Nootbaar, H. V.	54-58	WhiteShowers	66
Foster Nursery Co., Inc.	50	North Pole Nursery	44	Wilcox & Co., Roy F.	52
Fraim Mfg. Co.	68	Onarga Nursery Co., Inc.	46	Williams & Harvey Nurs.	67
Fricke & Co., J. E.	67	Pacific Coast Nursery	54	Williams, Isaac Langley	38
Friday, Victor	72	Pacific Northwest Rose Nursery	57	Willis Nursery Co.	30-72
Garden Shop, Inc.	69	Pacific Western Engineering Co.	55	Willowbend Nursery	49
Gardner's Nurseries	75	Page Mill Nursery	58	Wonderland Nurseries	42
Georgia Peat Moss	73	Pallack Bros. Nurseries	32	Yokohama Nursery Co.	62
Gold Chestnut Nursery	39	Patio Wood Products	56		
Gray Nurseries	62	Payne Dahlia Farms	48		

Forms for the August 15 issue close Monday, August 1.
 Mail copy to arrive at Chicago by that date—no later!
 Forms for the September 1 issue will close Monday, August 15.

"GREEN THUMBS"

for Every  *Customer*
WITH
CLOVERSET POTS

Cloverset Pots assure greater growing success for every one of your customers . . . a "Green Thumb," if you please, for every gardener, beginner or experienced. Such customer satisfaction and success lead to greater success and profits for you.

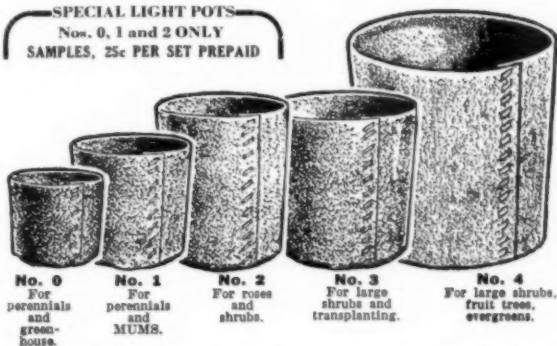
Customers gladly pay more for all kinds of plants growing in Cloverset Pots, because they are worth more. The planting urge usually hits people after the dormant season, and that's when Cloverset Potted plants sell best.

You don't need a "Main Street" location to build up a thriving cash-and-carry salesyard business. Potting in Cloverset Pots protects plants until they are sold. Advertising will bring customers to any reasonable location.

Write for our free descriptive literature that will help you plan for use of Cloverset Pots next season. Read our story; then decide for yourself.

STANDARD HEAVY POTS
SAMPLES **25c** FOR Nos. 1, 2 and 3. **25c** FOR No. 4.
SET OF SAMPLES — ALL SIZES AND WEIGHTS, **50c** PREPAID

SPECIAL LIGHT POTS
Nos. 0, 1 and 2 ONLY
SAMPLES, **25c** PER SET PREPAID



Write for Complete Details,
Prices, Specifications and
Samples.

Practical Nurserymen
for 26 Years

**FREE
BOOKLET**
Tells How to Sell
Plants in Pots
for Profits.

**CLOVERSET
FLOWER FARM**

ERNEST HAYSLE & SON

105th Street and Broadway, Kansas City 5, Mo.

AMERICAN NURSERYMAN

F. R. KILNER, *Editor and Publisher*

Joan L. Kilner, *Assistant Editor*

Editorial

NATURE OF READJUSTMENT.

Of the five periods of readjustment, including the present one, so far experienced by business during the twentieth century, each has had its individual characteristics. These readjustments invariably follow a period of intensive business activity, wide prosperity and shortages of goods. But the reaction varies.

The present readjustment comes after it has been expected for more than three years, asserted the editor of *Dun's Review*, in a recent issue. "Especially during the past year, many businessmen have said that the best that could be hoped for would be a reasonably orderly readjustment. During the same time this has been hoped for, it has been going on. Some lines began their adjustment two years ago, others last year; some have already moved well toward the recovery phase.

"The unusual nature of what has been happening in our economy is the moderate and gradual character of those adjustments. National income was at the annual rate of \$227,000,000,000 for the first quarter of 1949, compared with \$213,900,000,000 for the corresponding quarter of last year. Disposable personal income was at the annual rate of \$197,800,000,000 for the first quarter of 1949, compared with \$183,900,000,000 for the corresponding quarter of last year. (Prices of many products were higher in the first quarter of this year than last.)

"This kind of change does not resemble the fluctuations of the business cycle experienced before the unprecedented impact of World War II, when industries adjusted at the same time. This spread over three years of the adjustment does much to smooth out the totals for all activities."

FIRMS THAT COME AND GO.

Every business day during the past three years, an average of 2,250 new concerns were added to the *Dun & Bradstreet* reference book of American business enterprises, according to a report issued by that mercantile agency. Never has the country witnessed such expansion, which included every section and every kind of

business. There were seventy-seven per cent more new concerns established in 1948 than in 1940.

Not only did returning GI's enter retail lines in great numbers, but businessmen who had been forced to close temporarily by wartime shortages made their comebacks. Still others undertook business on their own, while the sellers' market was thriving.

One of the surprising things about this expansion has been the low number of failures. This is particularly striking in view of the fact that there are 400,000 more concerns in business today than in 1940. While commercial failures have been on the increase since 1945, the 5,252 failures reported in 1948 were still a long way behind the 13,600 reported in 1940. However, the average liability per failure in 1948 was almost five times what it was in 1940. Current high costs and prices involved in setting up a business, and maintaining its operation, are greatly responsible for this large increase in average liability.

Of the 5,252 firms that failed in 1948, sixty-nine per cent began operating after 1945, while eighty-nine per cent of them had entered business after 1939. Less than one-half of one per cent of the firms that failed in 1948 were established prior to 1900, a tribute to longevity as regards business soundness.

The chance of business failure is greatest during the first two years of operation. Probably the first five years are the real testing period of the ability, stamina and management instinct of the owner.

According to Department of Commerce statistics, the average age of all retail outlets in operation throughout the United States in 1939 was twelve years. About one-half of the stores in business in 1939 had been in existence nine or more years, and about one-fourth for about seventeen years.

SPELLING PLANT NAMES.

Recently a subscriber mailed to the editor a little booklet which bore on its front cover announcement that it was the wholesale price list of a nursery firm, unknown to him.

It was cheaply but not badly printed, so far as general impression went. The quantities, sizes and prices of the nursery stock listed had evidently been checked and were ac-

curate to the last one. But the names of the plants read as though they had been intrusted to a typesetter who was entirely unfamiliar with nursery stock, and there had been no attempt at proofreading. Most of the errors were the result of carelessness or neglect, because half or two-thirds of the names in the pamphlet were quite correct. Three examples of the misspelled names will suffice: "Hypericum Areum," "Hypericum Proificium," "Rhamus Buckthorne."

The reader who forwarded this example of how not to print a nursery price list had no intention of ordering stock from the firm. Most persons receiving such a list would wonder if the shrubs and trees were handled any more carefully in growing and shipping than their names were in the printing of the catalog.

Even if you employ a small-town printer and you do not have a proofreader on your staff, you can supply the printer with a copy of "Standardized Plant Names" or some other reference book or, at least, a catalog issued by one of those firms in the industry that are particular to see that names in their price lists are correct to the last letter. The printed matter that you buy and mail out should be a credit to you, no matter how small your operations.

SETTING THE CLOCK.

In his address before the San Francisco convention of the American Association of Nurserymen, Rilea W. Doe related a number of humorous anecdotes, some of them pointing a business moral. One was applied in the manner of which he was unaware.

He told of the jeweler who watched a man pass his store each morning and each evening, pausing long enough to set his watch by the jeweler's clock. Day after day this occurred, and the jeweler stepped outside his door one day to greet the man and ask why he stopped each morning and evening to set his watch by the jeweler's clock. The man replied that he set his watch with extreme accuracy because he was the man who blew the whistle at the local factory.

"Why," exclaimed the jeweler, "I set my clock by your whistle."

Back in the audience an old-timer remarked in a low tone, "That's the way some nurserymen set their prices."

San Francisco Hosts A.A.N. Convention

Characteristically lavish in hospitality and entertainment, California welcomed the American Association of Nurserymen for its seventy-fourth annual convention, the first to be held within the confines of the Golden State. The hospitality and entertainment began when passengers of the special train from the east were met at the Oakland pier with music and flowers, Saturday, July 16, and it continued until the special trains departed the following Thursday afternoon and evening after the close of the convention. Preparations had been thorough; the committees constantly guided proceedings, so that the full days and evenings progressed with a smoothness that added to the enjoyment of the several hundred visitors from east of the Rockies. The attendance was less than at those conventions held in thickly populated areas not separated by such wide expanses from other populous portions of the country. But none has recorded more satisfaction to those in attendance, from near and from afar.

The numerous social features, described on other pages, did not detract from the serious business before the A. A. N. board of governors, and an audience of nurserymen and their wives alike indicated the keen interest of the general membership of the national organization in the affairs of that body. Numerous allied organizations and groups met from day to day, but arranged their sessions so that no interference oc-

curred with the main business of the large number who traveled to San Francisco for the A. A. N. business sessions.

Officers Elected.

Officers were elected unanimously, with the exception of the executive committeeman for region VI whose election produced excitement for several years unusual to A. A. N. elections. James I. E. Ilgenfritz, head of the Ilgenfritz Nurseries, Inc., Monroe, Mich., was advanced to the office of president from that of vice-president, after the only nominating speech of length, a speech that reflected the developed talent as master of ceremonies of Arthur Webster, Cromwell, Conn.

Wayne Ferris, of Earl Ferris Nursery, Hampton, Ia., and executive committeeman from region IV for the past year, was elected vice-president. He was likewise reelected as committeeman for his region. John B. Wight, of Wight Nurseries, Cairo, Ga., was reelected executive committeeman to represent region II.

C. B. Miller, of Milton Nursery Co., Milton, Ore., was elected by a 2-vote margin to represent region VI, which is so large in extent that it was the only region to produce competition, Ray Hartman, of Leonard Coates Nurseries, Inc., San Jose, Calif., being nominated to succeed himself.

Howard C. Taylor, of Rosedale Nurseries, Eastview, N. Y., was elected executive committeeman at large,

an office the retiring president customarily fills. John D. Siebenthaler, of the Siebenthaler Co., Dayton, O., was elected from region III to fill the unexpired term of James I. E. Ilgenfritz upon his election to the presidency.

Holdover members of the executive committee are Peter J. Cascio, West Hartford, Conn, region I; and Jesse Breedlove, Tyler, Tex., region V.

L. C. Bobbink, East Rutherford, N. J., was elected to succeed himself as one of the three trustees of the association.

Opening Session.

The opening session of the board of governors of the American Association of Nurserymen was held at 9:30 a. m. Monday, July 18, in the Gold room of the Fairmont hotel, well filled with delegates and members to hear the welcome by Frank James, president of the California Association of Nurserymen, who read a letter from the governor of the state to lend authority to the sentiments of the nurserymen.

When the delegates had been seated, with Robert Beam again acting as chairman of the credentials committee, Vice-president Ilgenfritz gave a brief resume of the reports of the standing committees. These reports, in turn, were brief, with the exception of those of the quarantine committee and the legislative and national affairs committee. These two



A. A. N. Board of Governors in Session July 18 to 21 at The Fairmont Hotel, San Francisco, Calif.

reports recount matters so closely affecting everyday activities of nurserymen the country over that they are published in full in this issue. The brief reports of the other committees indicated the progress of their respective activities during the past year.

In the address of President Howard C. Taylor and the report of the executive secretary, Richard P. White, both published in full in this issue, references further indicate the committee activities, as well as other matters that reflect the work and prospects of the association as a whole.

The report of Treasurer John B. Wight indicated an excess of receipts over disbursements of \$4,500 during the past year, with \$5,000 added to reserves. Total cash receipts during the year, from various sources, chiefly the general fund and the publicity fund, were \$104,753.51. Total disbursements were \$100,214.17, leaving a cash balance of \$97,094.02 as against a balance of July 1, 1948, amounting to \$92,554.68.

Publicity fund receipts were \$24,863.39 paid as forty per cent of annual dues and \$1,283.23 from sales of supplies, totaling \$26,146.62. Disbursements were \$27,113.65. Available for budget the coming year in the publicity fund, said Treasurer Wight, is \$30,147.76.

The expenditures for 1948-49 were \$58,374.22 from the general fund, only \$653.22 above the budget. Of the balance on hand July 1, 1949, of \$97,094.02, reserves and sinking fund include \$24,557.21. Convention fund for 1950 is \$6,000, and there was reported available for budgetary purposes, including cash on hand and anticipated receipts, \$66,312.48, so that the adoption of a proposed budget of \$64,659 would leave a small estimated surplus at the end of the coming fiscal year.

Keynote Luncheon.

Between the sessions was the keynote luncheon attended by 609 persons. At that time registration, excluding exhibitors, had reached an almost identical figure. Hence it appeared that everyone was in the Venetian room to hear Rilea W. Doe, vice-president of Safeway Stores, Inc., Oakland, Calif., give his address entitled "Don't Be Your Age." This was a combination of business aphorisms, humor and wit which afforded an hour of relaxation and some thoughts for those who do the business thinking.

After nominations of officers and

executive committeemen at the beginning of the afternoon session, C. M. Boardman presented the report of the committee on market development and publicity. This indicated the marked progress in the program in the past few months, as the committee in its present organized form took hold and directed operations more definitely and in ways more directly beneficial to nurserymen in their respective regions of the country. Mr. Boardman's explanation



JAMES I. E. ILGENFRITZ.

Elected July 21 to the presidency of the American Association of Nurserymen, James I. E. Ilgenfritz represents the third generation of his family in the nursery business and the second to head the A. A. N., his uncle Charles having served as president in 1902.

Started in 1847 at Monroe, Mich., by Israel E. Ilgenfritz, the Ilgenfritz firm was long known as the Monroe Nurseries. In 1902 the business was incorporated by some of the sons of the founder as I. E. Ilgenfritz' Sons Co. Wilbur Ilgenfritz, father of James, headed the firm. Having been actively engaged in the nursery business for about thirty-five years, James Ilgenfritz now heads the business, the name of which was changed in 1947 to Ilgenfritz Nurseries, Inc. His sons, Wilbur, age 17, and James I. E., Jr., age 16, will soon be the fourth generation in the family business. The firm does both a wholesale and a retail business and has branch salesyards at Detroit, Mich., and Toledo, O.

Mrs. Ilgenfritz is also active in the commercial nursery business, being secretary-treasurer of Ilgenfritz Nurseries, Inc., and operating a commercial orchid business as Margaret Ilgenfritz. While Mr. Ilgenfritz was in the army, she directed the company's operations.

Having spent eighteen years in the National Guard, Mr. Ilgenfritz was one of the first nurserymen called into service for World War II. From a lieutenant he rose to the rank of colonel and saw five and a half years' service, mostly in the south Pacific. Mr. Ilgenfritz now owns and flies two planes, but uses them only as a means of transportation rather than for pleasure.

tion of the program, the methods of publicity it obtained, the avenues along which it worked and some of the results received deserve study, and the report is published in full in this issue.

Mr. Boardman recommended, in conclusion, that the program be continued and a budget of \$25,000 be allowed the committee for the ensuing year. This committee further recommended that the contract of Verne Burnett Associates, the public relations firm in New York which has hitherto been hired by the association, not be renewed upon its expiration next month and that the committee be permitted to expend the fund budgeted with the advice of the president and secretary of the association and the approval of the executive committee. A motion from the floor to adopt these recommendations received unanimous vote.

Across the rear of the convention room were easels carrying charts and displays to show the type of publicity put out for the association during the past year and to indicate the results received.

The contract with Executive Secretary White had been revised by attorneys acting for the association, in order to clarify some of its terms, chiefly to give the association the exclusive services of Mr. White. A resolution authorizing the executive committee to enter into the new contract to replace the old one was adopted unanimously.

The amendment to the bylaws, proposed last year, to change article III, section 1, so that active members would be obliged to join a nurserymen's association corresponding geographically the most nearly to the chapter of the association operative in the applicant's territory was rejected, in accordance with the recommendation of the executive committee.

The business sessions of the day concluded with the introduction of exhibitors by Secretary White. Some responded with short talks about the products displayed.

Wednesday Session.

Upon the opening of the session of the A. A. N. board of governors Wednesday morning, July 10, Louis Vanderbrook, secretary of the New England Nurserymen's Association, presented a gavel for the A. A. N. collection from that organization. The gavel was made from wood of the state tree of each of the New England states: Connecticut, white oak; New Hampshire, birch; Maine, pine; Massachusetts, elm; Vermont, sugar maple, and Rhode Island, maple.

At a later session Hoskins Shadow, Tennessee Valley Nursery, Winchester, presented a gavel from the Tennessee State Nurserymen's Association made of wood of the state tree, the yellow poplar, *Liriodendron tulipifera*. The gavel was made by two members of the association from wood that came from the old county courthouse at Nashville, razed in 1935 to make way for the present capitol building.

Adoption was voted of the proposal by the executive committee to modify the policy statement of the association on government competition with respect to the establishment of tree nurseries. By the omission of the words "on public lands" in the first paragraph of the association's policy statement in that regard, the association would be permitted to support reforestation projects on private lands, while, at the same time, it could limit support to distribution and use strictly for experimental, educational and timber production purposes, thus maintaining its opposition to the production and distribution of trees and shrubs for shelter belt, windbreak and soil erosion plantings.

The board of governors considered statistics compiled by the executive office on the cost of servicing members. These statistics indicated that it cost \$51.62 to service each present member of the organization. Hence, it was voted that the bylaws be amended to increase the minimum membership fee from \$10 to \$15, the amendment to be posted for later voting.

Code of Ethics.

Harry Malter, Monroe, Mich., chairman of the standing committee on trade practices and ethics, submitted a short code of ethics of four paragraphs which his committee thought should be adopted by the association, in addition to the code of trade practices which was approved at the Milwaukee convention in 1948. The committee therefore submitted for the approval of the board of governors the following code of ethics, with the further recommendation that it be printed in a form suitable for display in the office of each member of the association and that a copy be sent each member free of charge: "(1) To regard the nursery business as an honorable and necessary profession, and to conduct myself and my business in such a manner as to enhance the standing of my vocation in its public acceptance.

(2) To deal fairly and justly with my customers, and to condemn all forms of practices which tend to discredit the nursery industry or to injure its public relations.

(3) To strive constantly and assiduously to improve my qualifications and proficiency in the industry and thereby merit the approbation and esteem of others.

(4) To adhere to the bylaws of the association and the code of fair business practices of the association and to foster its objectives."

Some debate ensued on the need of such a code or any code, but, when the air cleared, the vote in favor of the foregoing code of ethics was almost unanimous.

Special Committees.

The report of the committee on production and distribution statistics,



Wayne Ferris.
[Elected Vice-president A. A. N.]

presented by James I. E. Ilgenfritz, showed only limited interest by members of the association in the endeavor to compile such statistics in the past year. Figures were sought in terms of production and sales and in terms of the past year's production in contrast to that of the preceding year. Of 133 reports received, ten were rejected as incomplete, and 123 were tabulated by the accounting firm of Ernst & Ernst. Compilation revealed statistics that were inconclusive but which showed trends. For instance, the production report indicated that 11.54 per cent more stock would be available than the previous spring, which served a useful purpose, since sales the past spring were ahead of those of the year before. The report showed a decrease in the production of fruit tree seedlings and a decrease in the supply of evergreens.

The committee recommended that the undertaking be continued on a 5-year basis, to be a self-supporting project, paid by the subscriptions of those desiring the statistics, and that the statistics committee be added to the

list of standing committees. This was voted favorably.

Reporting for the special committee on economics, Secretary White said that the work at Cornell University had been completed and the report now was being analyzed at the Washington office. It was thought that the committee should be continued in order to gather and make use of the data on this industry to be compiled in the 1950 census.

Particulars of the Norman J. Colman award were given by Wayne Ferris, executive committee member. The award, which is to be made for the first time at the 1950 A. A. N. convention, is for the purpose of stimulating research in horticulture in the colleges and other institutions of the country. Norman J. Colman was appointed commissioner of agriculture in 1885 by President Cleveland and served until that title was changed to secretary of agriculture, being the first to hold cabinet rank in that office from February 13, 1889, until Cleveland's departure from office the following month. Mr. Colman, for his efforts in behalf of the Hatch act, is sometimes called the father of state experiment stations. He twice served as president of the A. A. N.

The award, a gold medal and cash award, will be made at Washington next year and at each annual meeting thereafter. Dr. William H. Martin, dean of the college of agriculture, Rutgers University, and director of the New Jersey experiment station, is chairman of the committee of similar officials who are to select the winner of the award.

Continued interest prevailed with regard to gift certificates, although only \$3,000 worth were sold in the year 1947-48 and not more than the same amount in the past year, from figures estimated by the Washington office. President Taylor explained that the bond is paid until December 31, 1949, and that this will cover all outstanding certificates, though no new ones. Hence, it was voted to continue the gift certificate plan for another year.

Lloyd C. Stark, member of the national advisory council on the national arboretum at Washington, D. C., reported on the present position of that undertaking. On the front wall of the room were shown the master plan of the grounds and sketches of buildings to be erected.

The national arboretum was set up by act of Congress in 1927, after being long advocated by the A. A. N. and other organizations. The first land was purchased in 1929, and now between 450 and 500 acres have been

gathered in a plot suitable for the purpose. A program involving the expenditure of \$3,500,000 is now under way to prepare the grounds and erect the buildings for planting. A council of fifteen members, representing horticultural organizations interested in the arboretum, guides the



John D. Siebenthaler.
[New Executive Committee Member, A. A. N.]

policies under the present acting director, B. Y. Morrison.

Concluding the morning session was an address by Manchester Boddy, publisher of the Los Angeles Daily News and owner of Rancho del Descanso, La Canada, Calif., and other horticultural enterprises. His address, entitled "Integrating the Nursery Business with Economic, Social and Political Trends," will be published in full in the next issue. The presentation by Mr. Boddy was forceful, and his additional comments made this a valuable contribution to the current thinking of his audience.

Closing Business.

Most of the business remaining before the board of governors was concluded at the morning session July 21. The board voted to support the recommendation of the executive committee that minimum dues for active members be increased from \$10 to \$15 per year, beginning the next fiscal year. Upon motion, the budget for the next fiscal year was adopted as presented to the board of governors by Treasurer Wight.

Presentation of New Orleans' invitation to the A. A. N. to meet in the southern city was again offered by Mr. Pope, of the convention bureau at that city. The delegates unanimously voted selection of that meeting place for 1951. Harry Malter invited the consideration of Detroit for

the 1952 meeting place, and Charles Hess did likewise for New York city.

Washington Next.

Next year's convention will be at Washington, D. C., during the year of the celebration of the sesquicentennial of the nation's capital. It will be in celebration of the seventy-fifth anniversary of the A. A. N.

John H. Burton, Hyattsville, Md., who will be general chairman of arrangements for that event, reported that a committee of Virginia and Maryland nurserymen had already been at work on plans for the gathering. Since they are looking forward to a registration of from 1,200 to 1,400, they have arranged for rooms not only in the headquarters hotel, the Statler, but also in neighboring hotels, Mayflower, Ambassador, Lafayette and Carlton.

He predicted that the convention would last five days instead of four because of the many features which it is desired to include in the program. The minimum of business and the maximum of entertainment is the watchword. A trip is scheduled to Mount Vernon, where a group photograph was taken at the time of the last meeting of the A. A. N. at Washington, D. C., in 1886. The trip will be made by boat, and it is hoped that a group photograph may be made on the same spot.

A day will be given over to visits to the government plant research station at Beltsville and Glendale, Md. The site of the national arboretum should be visited, and there are many tours available to places of historical interest, such as through government buildings. Landscape plantings of interest will be visited, and attractions to the plant minded are offered by the Washington park system.

There will be a fashion show at the Shoreham hotel for the ladies and many items of entertainment for the children.

Reporting for the resolutions committee, Louis Vanderbrook gave a statement of the association's position in favor of retrenchment in government expenditures, offered thanks for the gavel presented to the association, and suggested a rising vote of thanks to W. J. Smart as the one-man transportation committee and to Jack McDonnell and his cohorts for their splendid care of guests at the San Francisco convention.

The report of the necrology committee was read by F. R. Kilner.

Credits and Their Use.

The address of Harry E. Bunker, credit manager of H. C. Capwells department store, Oakland, Calif., on

AMERICAN NURSERYMAN

the subject of credits, was of direct and practical value to the audience, for he discussed not only the general credit situation but also the possibilities of using it to increase nursery sales.

Just before the war, he said, the debt load of the American public was \$10,000,000. This was reduced to \$5,000,000 or \$5,500,000 during the war because of government regulations on the extension of credit and the absence of durable goods, such as automobiles. Currently the credit load is \$13,500,000,000 but this is a sound condition since economists state that the public can stand a debt load of one-tenth of the national income, which would be as much as \$20,000,000,000 or \$22,000,000,000.

Retail credit is the American way of life, asserted Mr. Bunker. It causes us to hustle to pay our bills, by means of which we have secured the conveniences and comforts of life which make standards of living on this continent higher than on any other in the world.

Nurserymen are favored in the credit situation, he said, because their customers are in the middle and upper income groups. Those in the marginal groups are not likely to buy much nursery stock. There is a possibility at this time to extend business



C. B. Miller.
[New Executive Committee Member, A. A. N.]

by the use of credit. Even the banks are seeking to make loans these days.

To promote business in this manner, Mr. Bunker suggested that advertisements or some sort of sales enclosures be included in envelopes carrying monthly bills to customers. Further promotional material, such as catalogs and price lists, should be mailed to regular customers at intervals to increase the volume of sales per account. Mr. Bunker thought that more use might be made of the

installment plan of paying for landscape jobs. He suggested obtaining additional charge customers in order to add to sales volume, and he urged publicity of every kind the nurseryman can devise. He emphasized that the easiest method of increasing sales was that of adding to the invoices to regular charge customers.

At the same time, he urged that credit be extended wisely. The seller should have a clear understanding of credit terms with the buyer. He should not let customers overbuy, because by so doing he gets his assets in a frozen condition. Past due accounts should be followed up closely, just as other merchants in the community are doing. If the nurseryman cannot collect accounts within a reasonable time, the services of a professional collector should be employed.

If the nurseryman finds the foregoing suggestions new to him or difficult to carry out, he should teach an office girl to be the credit manager, if he himself has not time to act in that capacity or has no one in the organization for that purpose. The manager of a local credit organization can give suggestions on proper training; in fact, in many localities there are now schools in which employees or owners can obtain training in the handling of credits and collections.

In conclusion, Mr. Bunker warned that a critical period is coming and that one should watch his accounts receivable. How much they should be in the case of an individual firm, he could not say. He suggested that one ask his banker or the credit man at the bank, who can study the situation and tell the nurseryman if he is within proper bounds, if he is overextended or if he can push his credit



John B. Wight.
[Executive Committee Member, A. A. N.]

sales in order to add to his volume of business.

Final Session.

Those delegates and their wives who so wished had luncheon in the Venetian room where the final session of the board of governors was held Thursday afternoon. A report for the convention committee was made by Jack McDonnell, the able convention chairman who with his committees carried out so smoothly all the details of the convention arrangements. Appropriate comments on the talks given were made by J. F. Alexander, Bartow, Fla., chairman of the committee on addresses.

While awaiting the arrival of the afternoon speaker, Secretary White discussed further plans for next year's convention. Since a record attendance is expected for the anniversary celebration, tickets will be sold in advance and tables assigned for the banquet and the keynote luncheon. The hotel's Congressional ballroom, scene of many large political dinners, will accommodate 1,174 for the banquet, while the Presidential ballroom, with a somewhat smaller capacity, will be reserved for the keynote luncheon.

Garden Humorist.

Well known to California nurserymen and other horticulturists, Robert Saxe offered a light interlude in the afternoon's business with a humorous talk entitled "Fun in Gardening." Afflicted with serious stuttering, Mr. Saxe makes fun of his handicap and uses it to humorous advantage to relate his experiences in gardening. Employed in the Post Office Department for many years, he took up gardening for relaxation and has be-

come principally interested in alpine plants, many of which he grows from seeds. Unlike most avocations, gardening is not a standardized hobby and affords each gardener the chance to follow his own ideas. With many anecdotes, Mr. Saxe ridiculed the problems and work involved in gardening, from the solving of a transportation problem by hauling rocks for his alpine garden down the steep hills of San Francisco in an all-too-collapsible baby carriage to learning lessons in toleration gained when prized plants are trod upon by the visiting minister.

In a more serious vein, Mr. Saxe stated that nurserymen are all too conscious of the wants of the amateur but not of his needs, which are education, advice and examples of well grown plants. Most nurseries, he said, are not geared to fill these needs, and many do not see the need for taking much time to answer the endless questions of the amateur, especially when the accompanying sale of plants is small. As an example of how other types of industries have found that public service pays, he pointed out that the gas and electric companies exhibit stoves, heaters, etc., and will provide information on all of this equipment though they do not actually sell the equipment.

Following the election of officers, as reported on another page, the seventy-fourth annual convention was adjourned.

CONVENTION NOTES.

The collection of gavels of various types of wood, being assembled at the Washington office of the A. A. N., was increased at the opening session. President Howard C. Taylor used in presiding a gavel made from a hemlock tree planted by Washington Irv-



Peter J. Cascio.
[Executive Committee Member, A. A. N.]



Jesse Breedlove, Sr.
[Executive Committee Member, A. A. N.]

ing in 1837, which he donated to the collection. J. F. Alexander, of the Lake Garfield Nurseries Co., Bartow, Fla., presented a gavel of orangewood with a humorous speech interspersed with references to California. R. E. Tindall, Bothell, Wash., introduced Mrs. L. N. Roberson, Seattle, Wash., president of the Washington State Nurserymen's Association, who presented a gavel with a handle of apple and a head of rhododendron wood, reflecting the industry of the state and the state flower.

Ralph Skinner, Topeka, Kan., offered a gavel of cottonwood, and Secretary Richard P. White delivered one made of wood from an elm on the capitol grounds at Washington, D. C., which died in 1948; rings showed that it was 160 years old and, therefore, might have been planted by George Washington in 1798.

Bert T. Kallman became president of the Santa Barbara chamber of commerce July 1. Thus, the coming convention of the California Association of Nurserymen, for which he is chairman of local arrangements, should have the city's best.

Harold E. Hunziker, Niles, Mich., secretary of the National Landscape Nurserymen's Association, was much missed, officially and personally. Recovery from another fever attack kept him home.

Edward Y. Teas, Houston, Tex., whose plant knowledge is exceeded by few commercial or professional horticulturists in this country, was recently honored by election as a fellow of the Royal Horticultural Society.

En route to the convention, Curtis Porterfield, A. A. N. administrative assistant, flew to the state of Washington, where he visited with nurserymen and July 8 joined a group in touring the state experiment stations engaged in research on virus diseases of fruit trees.

Acknowledgment was made of the floral decorations in the hotel and the loan of containers for flowers and plants from the leading florist of the city, Podesta-Baldocchi, whose stand in the hotel and whose store on Grant street attracted the admiration of many with their lavish arrays of flowers in massed colors.

The convention was made known to coast radio listeners when Ray Hartman appeared on the half-hour broadcast, Sunday morning, July 17, which Albert Wilson conducts weekly on garden topics over KNBC. Fruit trees were discussed chiefly.

Officers of the American Nurserymen's Protective Association for the

[Concluded on page 18.]

Convention Entertainment

SIGHTSEEING TOURS.

Eight bus loads of A. A. N. members and their families made a Sunday afternoon tour, July 17, through some of San Francisco's scenic and famous spots. First going through the narrow streets of Chinatown and along fisherman's wharf and past the embarcadero, the busses crossed Golden Gate bridge and traveled the narrow, winding roads in the hills to Muir woods, where an hour-long stop permitted a cool walk through the renowned redwood forests where these giants of the tree world have grown for centuries. Many of the trees have been standing since before Christ.

The return ride along the ocean highway took the sightseers past the famed Cliff House and San Francisco's large amusement park, Playland, and afforded excellent views of the island prison of Alcatraz and the seal rocks below the Cliff House. The route through extensive Golden Gate park permitted only fleeting glimpses of a few of the high spots in the park, such as the Japanese tea garden conservatory with the brilliant display of flowers blooming in the formal plantings in front of it.

Monday afternoon fifty-three juniors enjoyed a visit to Fleishhacker zoo in Golden Gate park, where the unusual layout of the zoo permits many animals to roam uncaged.

A. A. N. BANQUET.

The past presidents' banquet, on the evening of July 19, was attended by more than 750 persons, who overflowed the Gold room at the Fairmont hotel and filled an adjoining dining room.

The event was marked by the attendance of fourteen past presidents of the American Association of Nurserymen, most of them with their wives; they were E. S. Welch, Lloyd C. Stark, M. E. Cashman, William Flemer, Jr., Paul Stark, Edward L. Baker, Chet G. Marshall, A. H. Steinmetz, Edwin J. Stark, Frank S. LaBar, J. F. Sneed, Arthur H. Hill, Richard H. Jones and J. A. Armstrong.

To the group was added Howard C. Taylor, this year's retiring president, who was given not only the past president's pin by J. A. Armstrong but a handsome leather traveling bag as a memento from the association. Peter J. Van Melle, added a present from Mr. Taylor's home chapter, No. 13;

this was in the form of a cocktail chest, of which only a photograph was shown, while a token of it was a bottle of whiskey decorated with four red roses. Mrs. Taylor was presented with a vase of sweetheart roses.

Presentation of the Baby Ramblers' award for outstanding service to the industry was made by J. B. Hill, Dundee, Ill., to F. R. Kilner, editor of the American Nurseryman, Chicago, who, because of surprise, responded briefly and inadequately when he received the handsome Hamilton wrist-watch.

Frank James, president of the California Association of Nurserymen, made a presentation of a pen and pencil set to Jack McDonnell, on behalf of his committees, for his splendid work in heading the arrangements for the San Francisco convention.

W. J. Smart received several mementos for his excellent service in arrangements for the special train to the convention. A collection taken up on the train provided him with four small garden tables, a handsome traveling case, containing a brief case and inside it a billfold with a \$100 bill. The presentation was made with much humor by Secretary White.

After a short floor show, dancing was enjoyed by the guests until a late hour.

49'ER ROOM.

Social center of the convention was the 49'er room which was appropriately decorated with palm trees, other large foliage plants and cardboard blowups of California gold prospectors of 1849. From tables around the dance floor, spectators could watch the dancing and entertainment and enjoy liquid refreshments from the special bar near by.

The opening night of the convention, July 16, the 49'er room was the scene of an east-west jamboree, and dancing and special musical entertainment were also offered on several other evenings, Sunday being President's night; Tuesday, California night, and Wednesday, Northwest night.

One of the treats of the convention which brought compliments from all sides was Grub Gulch, a room adjoining the 49'er room, where a copious supply of fruit refreshments was offered at no charge at all times. Long tables were laden with oranges, pears, peaches, raisins, dates, pecans and other fruits, and electri-

cally operated machines dispensed fresh fruit juices. All the fruits were donated for the convention by the various fruit growers' associations of California and by members of the California Association of Nurserymen. Many supplied themselves with breakfast fruit from Grub Gulch.

LADIES' LUNCHEON.

Leaving the Fairmont hotel about 10:30 a.m. July 19, five bus loads of ladies enjoyed a drive across the bay bridge to Oakland and Berkeley, stopping first at the municipal rose garden where a number of beds were planted with bushes donated by Jackson & Perkins Co., Pleasanton, Calif. A second stop was made at Hangar House, a shrine of aviators' medals and mementos from the war. Two busses toured the campus of the University of California, at Berkeley, before luncheon, while the others made the trip afterward.

Arriving at the beautiful Claremont hotel about 1 p. m., the group dined and was entertained with vocal selections by members of the hotel's orchestra. Following the luncheon, a short business meeting of the ladies' auxiliary was held. Mrs. James Wilson, Millbrae, Calif., chairman of the ladies' program, welcomed the group, and Mrs. John McDonnell, Oakland, president, presided. On the report of the nominating committee, given by Mrs. Clarence Perkins, the ladies unanimously elected to office the following: President, Mrs. Ralph Perkins, Newark, N. Y.; vice-president, Mrs. J. A. Armstrong, Ontario, Calif., and as secretary and treasurer, sisters-in-law from Tyler, Tex., Mrs. Clark Kidd and Mrs. L. A. Dean.

Mrs. Carl Hansen, Brookings, S. D., secretary, read the minutes of last year's meeting at Boston, and Mrs. Avery H. Steinmetz, Portland, Ore., gave the treasurer's report.

Seated with the officers at the head table were wives of A. A. N. executive committee members, including Mrs. Howard C. Taylor, Eastview, N. Y.; Mrs. J. A. Armstrong, Ontario, Calif.; Mrs. Ray Hartman, San Jose, Calif.; Mrs. Peter Cascio, West Hartford, Conn.; Mrs. Jesse Breedlove, Tyler, Tex., and Mrs. Richard P. White, Washington, D. C.

TRADE EXHIBITS.

The trade exhibits were strategically located at either side of the entrances to the 49'er room and at one end of the room where entertainment was given each evening. Almost all of the displays were of supplies and equipment, but several nurs-



A. A. N. convention chairman welcomes president and some past presidents to San Francisco. Left to right: Howard C. Taylor, president; Edwin Stark, M. R. Cashman and Frank LaBar, past presidents; Jack McDonnell, convention chairman, and Paul Stark, past president.

ery firms were represented. Unique among these was the exhibit of Armstrong Nurseries, Inc., Ontario, Calif., in which a circus setting featured a revolving merry-go-round divided into mirrored sections, each one containing a bouquet of Armstrong rose introductions, including the Forty-niner, Sutter's Gold, Tallyho, Nocturne, Charlotte Armstrong, High Noon and Fandango.

Other exhibits featuring plants were those of L. E. Cooke Co., San Gabriel, Calif., which showed foliage plants, along with color prints of its line of camellias, and redwood tubs and alumalath; Nurserymen's Exchange, which had potted hydrangea plants and packaged bulbs, and Rancho del Descanso, which displayed camellia color prints.

Manufacturers and distributors who exhibited included: Allis-Chalmers Mfg. Co., Milwaukee, Wis., with branches at Oakland and Los Angeles, Calif., tractor and attachments; Atkins & Durbrow, Inc., New York, peat moss, and Atlas Chemical Co., San Francisco, varieties of redwood trees growing in fish fertilizer emulsion. Ayer-Line Industries, Berkeley, Calif., exhibited a line of equipment and supplies designed exclusively for the nursery trade, such as can-opening shears, bottom-watering trays, Self Kair planters, airdyte 100 per cent expanded shale rooting media, cabinet for soil sterilizer and a plant food tablet.

Other exhibitors were Bates Mfg. Co., Emeryville, Calif., Gro-Strait rubber plant ties; Bradson Co., North Hollywood, Calif., Insect-o-gun and Gard-N-Tys; Carscallen Nursery Label Co., Pasadena, Calif., line of plant

labels; Ceres of California, Paramount, Calif., Sponge-Rok artificial soil conditioner; Chacon Chemical Co., South Gate, Calif.; Cloverset Flower Farm, Kansas City, Mo., color motion pictures on selling plants in Cloverset pots; Corona Clipper Co., Corona, Calif., pruning shears; Defoliation, Inc., Tyler, Tex., defoliating machine; Dow Chemical Co., Midland, Mich., fumigants and weed killers; Felins Tying Machine Co., Milwaukee, Wis., plant tying machines, and Flying Tiger Lines, Inc., Burbank, Calif., air freight service.

Also exhibiting were G. I. Surplus Distributing Co., Austin, Tex., netting for shading; Gravely Motor Plow & Cultivator Co., Dunbar, W. Va., cultivating machinery; Hurum E. Reeve Co., Los Angeles, Calif., garden tool and seed packet display equipment; Innis, Speiden Co., New York, larvacide; McCormick & Co., Inc., Baltimore, Md., Red Arrow brand insecticides; National Bundle Tyer Co., Blissfield, Mich., plant tying machines; Neil A. Maclean Co., San Francisco, Calif., soil fumigant applicator gun; Ra-Pid-Gro Corp., Dansville, N. Y., plant food, and Stoffel Seal Co., Tuckahoe, N. Y., metal seal tags.

A NURSERY is being started by J. N. Crawford, 27 Acacia, Brownsville, Tex.

HAVING recently purchased ten acres of subirrigated land on a well traveled highway two miles north of the city limits of Colorado City, Tex., Mrs. H. L. Hutchinson plans to start a nursery business. The mailing address is Box 451, Colorado City, Tex.

Aboard the A.A.N. Special Trains

Leaving Chicago at noon, July 12, and gathering additional passengers at Des Moines, Omaha and Colorado Springs, the A. A. N. convention special train steamed into San Francisco July 16 with 231 aboard. Couples were predominant, and children numbered twenty-six.

Westward Train.

The first interlude, on the afternoon of the second day, was a motor trip up Pikes Peak. Few stopped at Half-way House, and the rare atmosphere at the 14,000-foot summit caused little, if any, discomfort. After visiting the Garden of the Gods, the travelers partook of a chuck-wagon dinner there, with entertainment to match.

On the afternoon of July 14 a stop was made for a few hours at Glenwood Springs, where many enjoyed a swim in the 500-foot pool.

After breakfast July 15, a motor tour of Salt Lake City wound up at the Motor-Mart Gardens, 550 South Sixth street, east, opened last spring by the Porter-Walton Co. The self-service store, 50x90 feet, with fluorescent lights, soundproof ceiling and solar glass windows slanted inward toward the bottom, is the latest word in such horticultural establishments. Besides an acre and a half of lath house, the 3-acre site contains fully an acre for customers' parking, a feature that helped boost last spring's sales to 400 per cent of those at the old retail store, where parking is difficult. After enjoying fruit and soft drinks, the party proceeded to the organ recital held at noon at the Mormon tabernacle. Then a delicious and excellently served luncheon gave relief from the heat at the sumptuous Hotel Utah.

The other sights along the way—Royal Gorge, Tennessee Pass, Feather River canyon, etc.—added many thrills to a thoroughly enjoyable journey.

On arrival at the Oakland station, the passengers were met by the California hosts with a small but resounding band, were escorted on the ferry across the bay and carried by busses to their hotels amid the restful, cool ocean breezes of San Francisco. All the ladies were presented with gardenias when they alighted from the train.

Notes on the Way.

The pocket-size train edition of the American Nurseryman, presented to the passengers, listed 230 persons and

the space they occupied in the fourteen cars westbound. A few last-minute cancellations and replacements were made too late to be included in this souvenir list.

Senior of the passengers was E. S. Welch, president of Mount Arbor Nurseries, Shenandoah, Ia., who was 80 on February 8. Second to him by two years was Harry S. Day, owner of the Fremont Nursery, Fremont, O., who was state treasurer for five terms.

Indian Summer raspberries from the Andrews Nursery Co., Faribault, Minn., and blueberries from Krieger's Wholesale Nursery, Bridgman, Mich., supplemented the train menu.

Recurrence of an old injury, causing a painful swelling of one knee, required John D. Siebenthaler, Dayton, O., to board the train from a wheel chair and confined him to his drawing room under the nursing of Mrs. Siebenthaler until, at Colorado Springs, he received treatment at a hospital. There the knee was put in a cast, affording much relief from pain and more movement about the car. The cast was removed at San Francisco and he walked naturally again, ready for an automobile trip up and down the coast with brother George and their families.

To the other excitement at Colorado Springs was added the celebration of the birthday of Mrs. Jesse R. S. Flory, whose husband is landscape designer for LaBars' Rhododendron Nursery, Stroudsburg, Pa. The firm provided six passengers in all.

About a score of passengers were among those on the special train to the Portland convention in 1939. Among them were Mr. and Mrs. John D. Fiorelli, Puritas Nursery, Cleveland, O., who were accused of being newlyweds on that trip because of their youthful and innocent appearance. The denial made at that time was supported by the arrival of their first grandchild, a girl, the day before they left to travel on the San Francisco train. Their youthful appearance persists.

John B. Wight was delayed in departure from home by an emergency operation undergone by his wife, who was prevented thereby from making the trip together with their daughter. When results of the operation were quite favorable, Mr. Wight flew from Cairo, Ga., to Colorado Springs to meet with the A. A. N. executive committee.

Susie Siebenthaler, 12-year-old daughter of Mr. and Mrs. George

Siebenthaler, Dayton, O., celebrated her birthday on the day of arrival, July 16.

Twenty-six sons and daughters made the train trip with their parents. The preponderance of teen-agers gave them keen enjoyment of the trip. Seven took a taxicab to swim in Salt Lake while their elders toured the Mormon city.

While Bob Worth made the trip with his parents, Mr. and Mrs. Clyde Worth, Kankakee Nursery Co., Kankakee, Ill., his elder brother, Philip, was working at the Krider Nurseries, Inc., Middlebury, Ind., in the work and learn plan at Michigan State College, where he is a sophomore in horticulture.

When Vernon Krider, Middlebury, Ind., decided his health required rest instead of travel, two of his daughters, Vicki and Beatrice, receptionist and bookkeeper at the Krider Nurseries, Inc., took over his drawing room to make their first western trip.

Ronald Cultra and J. E. Ireland, of the Onarga Nursery Co., Onarga, Ill., went via Portland to inspect nurseries there, while Mrs. Ireland and daughter Joyce Anne took the special train.

When J. J. Grullemans was obliged to cancel his trip because of a kidney infection, his son, W. C. Grullemans, accompanied N. W. Smith, of Wayside Gardens Co., Mentor, O. Service in the coast guard had made San Francisco harbor familiar to him.

Mr. and Mrs. James Lyons met the train at Salt Lake City to greet the latter's father, J. R. Boyd, of the Forest Nursery Co., McMinnville, Tenn. They followed the train in their automobile to Wells, Nev., where the quondam young nurseryman has been a pharmacist for two years.

Last-minute additions to the passenger list were James Perkins, son of C. H. Perkins, of Jackson & Perkins Co., Newark, N. Y., and Hubert Nicholson, of the Southern Nursery & Landscape Co., Winchester, Tenn.

Catherine Taylor, daughter of the Howard C. Taylors, Eastview, N. Y., who accompanied her parents to the convention, plans to study landscape architecture at Michigan State College, where she will enroll this fall.

Though on crutches, Mrs. M. R. Cashman missed none of the sightseeing activities. Mr. and Mrs. Cashman planned to visit a daughter at Santa Barbara after the convention. In April all twelve Cashman children, including one all the way from Alaska,



California Convention Committees Greet A. A. N. Special Train at Oakland with Band and Gardenias.

came home to Owatonna, Minn., for the wedding of the youngest daughter.

Mr. and Mrs. J. D. Yeatts, Martinsville, Va., motored to Chicago with the A. S. Gresham, Jr., Richmond, Va., to board the special train.

Natalie Blair, daughter of the S. E. Blairs, Nutley, N. J., made the convention trip with a girl friend during a vacation from her job as a dental assistant. They returned the southern route and did some sightseeing at Chicago while waiting for the Blairs to return from the longer northern trip.

Traveling the greatest distance for the convention were Mr. and Mrs. Adrian Otto, Otto & Sons, Boskoop, Holland. It was Mrs. Otto's first trip to the United States.

Miss Joan Vanicek, daughter of the V. J. Vaniceks, Newport, R. I., will be an August bride.

Community singing was enjoyed by a large group each evening in the observation car under the able leadership of A. F. Meehan, Dresher, Pa., who waved the trainman's red flag in lieu of a baton.

Northward Bound.

Leaving San Francisco late Thursday afternoon, July 21, the A. A. N. special train homeward bound by the northern route carried 131 passengers, first to Portland, Ore., where local members greeted the visitors at the station the next forenoon.

The visitors were transported to their hotels, where vases of roses in their rooms from the Oregon A. A. N. chapter added greetings to the corsages given the ladies. The afternoon was spent in motor tours to the various nurseries, in better condition than ever, where eastern-

ers saw how extensive a variety of stock was produced in quantity and how remarkable the growth in most cases, compared to their home conditions.

About half the party took the bus trip up the Columbia river highway to Bonneville dam, returning to join the others in an evening at the Shrine Club, where refreshments, dinner and dancing afforded relaxation. The sole casualty of the trip occurred here when Mrs. W. J. Smart slipped and fell, dislocating her shoulder, but after hospital attention, she rejoined the party on leaving Portland, her arm in a sling.

July 23 the visitors made the trip to Timberline Lodge, 6,000 feet up on Mount Hood, where a salmon luncheon, cocktails and the scenery made pleasant a memorable trip. The daring ones braved cold and drizzle to ride the ski lift to 1,000 feet higher. The sole complaint was that the clouds obscured the mountain summits from view. In the evening the hosts again offered the social amenities at the Heathman hotel until train time. It seemed that almost all the Portland nurserymen turned out to care for the visitors' pleasure, and their thorough arrangements and constant attention were appreciated to the full.

An overnight train ride brought the party to Seattle, Wash., for breakfast July 24 at the King street station.

To give the homeward-bound A. A. N. members a welcome members of the Washington A. A. N. chapter 28 and the Washington State Nurserymen's Association were at the station to greet them. As the visitors entered the railroad station restaurant for breakfast the ladies were presented with corsages, some

made from tuberous begonias and others from sweet peas, heather and pinks. While breakfast was being served Dr. John H. Hanley, well known northwest radio garden speaker and horticultural writer, addressed the group. He welcomed the visitors, hoped they would come again when time would permit a longer stay and introduced the Washington nurserymen who were on hand as a reception committee.

As the nurserymen departed they were presented with a basket of Washington-grown fruit. In the basket were Red Haven peaches, from Ray Beam, May Nursery Co., Yakima, and Tilton apricots, from W. D. Plough, Columbia & Okanogan Nursery Co., Wenatchee. Both Wenatchee and Yakima are important centers of tree fruit production. The baskets were wrapped in cellophane in Washington state's colors, green and gold. Each person was presented with an envelope of booklets describing and illustrating some important cities, industries and agricultural activities of the state.

Paul Maier, Wedgwood Gardens, Seattle, was chairman of the reception committee. Tuberous begonia blooms were provided by Mr. Mortensen, Bonnybrook Nursery and Wedgwood Gardens. Mr. and Mrs. Charles Backman, Rainier Floral Co., aided in making up the corsages along with Mrs. Maier, Mrs. A. R. Vultee and Miss Vultee. Other corsages were provided by Mr. and Mrs. Fred Hoffman, Hoffman Nursery.

The short time allowed for breakfast and catching busses for the dock before the steamer's sailing at 8 a. m. left brief space for visiting. The travelers thereafter asked that this report include their thanks and ap-

preciation of the Washington hosts.

Sailing on the new Princess Patricia, the party spent the afternoon at Victoria, then took an overnight boat for a day at Vancouver and then entrained for the Canadian Rockies, Lake Louise, Banff and home.

Southern Return Train.

Pullman cars carrying about fifty-eight persons were attached to a regular Southern Pacific train which left San Francisco at 7:15 p. m. and arrived at Glendale at 7:30 a. m. There busses carried the group to the Hollywood Roosevelt hotel for a good-size breakfast, which it was rumored was prepared especially to satisfy the hearty appetites of the corn-fed Iowa nurserymen. After breakfast many of the group amused themselves by going across the street to Grauman's Chinese theater and comparing their hand and foot sizes with those of the movie stars which are imprinted with their signatures in the cement walk.

The trip continued on by bus to Burbank, where a short tour was made of Warner Bros.' studios. Due to the current slump in the movie industry there was little activity on the lot, and only about half the usual 5,000 employees were at work. Sight-seers are not allowed out of the busses to enter any of the sound stages, but permanent sets of street scenes familiar to movie-goers were to be seen, and wind machines and other tricks of the trade were to be seen. The studio maintains its own nursery from which plants are obtained for the sets as needed.

A drive through the San Fernando valley, where ranches are but ordinary homes on small lots with a corral in back for a horse or two, brought the group to Brookside park, San Marino, for luncheon as the guests of a group of A. A. N. members in southern California who were: Armstrong Nurseries, Inc., Ontario; L. E. Cooke Co., San Gabriel; Deigaard Nurseries, Monrovia; Del Rancho Fortuna, McFarland; Downey Fertilizer Co., Downey; Evans & Reeves Nurseries, Inc., Los Angeles; Germain Seed & Plant Co., Los Angeles; Howard's California Flowerland, Los Angeles; Howard Rose Co., Hemet; Howard & Smith, Montebello; Keeline-Wilcox Nurseries, Montebello; Matlin's Nursery, Ontario; L. B. Merrick Nurseries, Whittier; Monrovia Nursery Co., Monrovia; Mossholder Nurseries, El Monte; Mordigan Evergreen Nurseries, San Fernando; A. Pastor Nursery, Inglewood; Rancho Del Descanso, La Canada; Tomlinson's Select Nurseries, Whittier; Weeks Wholesale Rose

Grower, Santa Ana; Roy F. Wilcox & Co., Montebello, and Winsel-Gibbs Seed & Nursery Co., Los Angeles.

A delicious meal of Mexican dishes was enjoyed at the tree-shaded picnic tables while two costumed strolling entertainers played guitars and sang Spanish songs. Table decorations of dish gardens were supplied by Roy F. Wilcox & Co., Montebello.

The afternoon itinerary provided a 2-hour stop at the Henry E. Huntington estate, San Marino, to see the botanical gardens, library and art galleries, which, together with an



On board S.S. "Princess Patricia" July 24th, 1949

Dear Friends:

The National Landscape Nurserymen's Association and The American Association of Nurserymen have just completed a most interesting and successful convention at San Francisco, more of which we are going to tell you about at a later date.

Today, we are enjoying this lovely boat trip enroute to Victoria, B. C. and while there will visit the world famous Butchart's Gardens, continuing on to Vancouver and then via the Nurserymen's special train eastward following the Fraser River and climbing the western slope of the Canadian Rockies headed for Banff, popular summer resort.

Our one wish is, that you, our good customers and friends could be along with us to enjoy this most delightful trip and could meet all these nurserymen representing every State in the Union and many of them from Canada. We also have a member from Alaska.

With kind personal regards, I remain,

Sincerely,

CHRISTIANSON LANDSCAPE SERVICE
W. T. Christianson
W. T. CHRISTIANSON

WTC/h

endowment of over \$15,000,000 for their maintenance, were the gift of Mr. Huntington.

Max Gschwind, assistant to the superintendent, conducted several nurserymen on a tour of the botanical gardens pointing out interesting plantings and identifying plants.

Fifty of the 200 acres comprising the estate are open to the public, the remainder being used for experimental purposes. In the past thirty-five years of its development about 50,000 plants, most of which are rare and unusual evergreen and deciduous trees and shrubs, have been planted. Many fine specimens of California native oaks stud the broad lawns, and one mesa oak is about 200 years old and has a spread of 100 feet. Other spectacular specimens include two giant Libocedrus decurrens and a large English yew. Each plant is clearly labeled with the common, botanical and family name and also the country of which it is a native.

In a secluded area behind the art gallery is a small canyon which has

AMERICAN NURSERYMAN

been transformed into an Oriental garden where all plants have a Japanese symbolic meaning. The moon bridge and its weeping elm are the center of interest, and surrounding plant features are over 100 varieties each of azaleas and wistaria vines, rhododendrons and flowering peach, plum and cherry, many of which are kept dwarf and gnarled in the Japanese fashion.

Another section of the garden contains an excellent collection of azaleas, rhododendrons and camellias. The American Camellia Society is now contributing varieties to this collection, which is expected to become one of the finest in the country.

Begun in 1907 as a half-acre garden, the desert plant collection now

[Concluded on page 20.]

PERSONAL PUBLICITY.

Use of current events in the trade to stimulate customers' interest in one's firm was cleverly made by W. T. Christianson, Christianson Landscape Service, Fargo, N. D., upon traveling in the special train from the A. A. N. convention.

Obtaining gratis from the Canadian Pacific railroad a supply of its attractive letterheads and envelopes as provided for passengers' use on the steamship Princess Patricia, he had multigraphed a form letter, reproduced herewith, which he mailed from the boat to his clients and prospects at home.

While not soliciting business or making a sale, such ideas stir public interest, often to subsequent advantage.

COAST MAIL ORDER GROUP.

The National Mail Order Nurserymen's Association held a breakfast meeting July 20, at the Fairmont hotel, San Francisco, with an attendance of thirty-five persons, thirteen of whom were Pacific coast mail order nurserymen invited as guests. A short board meeting was held after the breakfast.

The west coast guests and several west coast members met after breakfast and organized a Pacific coast chapter, with Wayne Melott, Carlton Nursery Co., Forest Grove, Ore., as president, and Sam Rich, Rich & Sons, Hillsboro, Ore., as secretary-treasurer.

A great deal of interest was shown in the coming annual convention of the National Mail Order Nurserymen's Association at Chicago, August 8 and 9, because a program of vital interest to all mail order nurserymen has been arranged for the meeting.

Panels Highlight Landscape Meeting

Panel discussions featured morning and afternoon sessions of the National Landscape Nurserymen's Association, July 19 at the Fairmont hotel, San Francisco. In the morning, the subject was "Modern West Coast Landscaping." The moderator was H. L. Vaughan, professor of landscape design at the University of California, Berkeley; two of the members of the panel he introduced as former students of his, Douglas Baylis, of the San Francisco park commission, and Mrs. June Meehan, of Thomas Church & Associates, San Francisco. In introducing the third member of the panel, Thomas D. Church, who has made a national name for himself in his twenty years of practice at San Francisco, Professor Vaughan admitted he was a student of his at Ohio State University two decades ago.

Mr. Baylis showed sketches on the screen to illustrate how little suited to the enjoyment of the garden was the old type of square house, usually with access to the garden through the utility area and with the driveway to a garage at the back of the lot taking up excessive space. The modern house, he showed, has the garage near the street or highway and the garden near the living and sleeping rooms, instead of the utility quarters. This is particularly true in the latest type of houses, which are of long and narrow designs, with rooms almost in a row, permitting access to the garden from almost every one.

With this introduction, a number of colored slides were shown to indicate how the living quarters overflowed from the small houses into the outdoor areas, where such structures as terraces, play houses and the like furnished growing families with additional quarters at much less expense than additions to the house itself. In California this overflow of the residential quarters into the garden is much more pronounced than in sections of the country where the climate is less mild, but the influence of this type of garden design is being felt everywhere.

As each slide was shown on the screen, the moderator and a member of the panel would comment, so that the audience obtained a better comprehension of the design.

Civic and Industrial Plantings.

In the afternoon, a symposium on "Civic and Industrial Plantings" was headed by Ray D. Hartman, president

of Leonard Coates Nurseries, Inc., San Jose, Calif., as moderator. The panel consisted of Bailey Justice, of Justice-Dunne Co., landscape contractors, Oakland; Herbert Huettig, of Huettig & Schromm, landscape contractors, Palo Alto, and Max Leonard, agricultural commissioner of San Mateo county, Redwood City. The questions submitted to this panel through the medium of a question box varied widely, from the relations of contractors and subcontractors to the desirability of making a lawn in California in summer. The moderator, referred to as Brigham Young, since



Vernon Marshall.

he still wore the whiskers commented upon previously, contributed much wit and humor to the discussion.

Three Addresses.

In the morning, John E. Picketts, editor of California Farmer, gave an interesting welcoming address with references to agriculture in the Golden State. He called attention to planting plans made available to depict emblems or symbols connected with California's centennial celebration, this year commemorating the gold rush of 1849 and next year commemorating the admission of California as a state. Several such planting plans have been issued with the slogan, "Say Centennial with your Flowers."

Opening the afternoon session, Prof. Howard E. McMinn, author and botanist, Mills College, Oakland, spoke on "Trees of the World." Since he stated there were 10,000 species of trees known in the various continents, among the more than 200,000 identified plants, the subject should be limited. In this country there are 800

native trees, he stated, and about 800 to 1,000 species of trees introduced from other continents. He stated that in Golden Gate park, at San Francisco, there are planted 800 different species of trees. On the Pacific coast about seventy-five per cent of the trees sold by nurserymen are exotic, while in the east and middle west they number about twenty per cent.

Professor McMinn traced the rise of forms of trees from the primeval ferns through millions of years, relating how genera now found in widely scattered localities once spread over contiguous distances in early geologic eras.

"Plant Materials for California Gardens," were shown in a series of colored slides by Albert Wilson, Menlo Park, Calif., who conducts a weekly half-hour radio program on gardening over the NBC station at San Francisco. The slides, as he explained, were as haphazard as a visit to gardens might be. He accompanied their appearance on the screen with comments.

Business.

Opening the morning session, George Siebenthaler, Dayton, O., president of the National Landscape Nurserymen's Association, gave a brief history of the organization and reviewed its objects, projects and accomplishments. The report of Secretary-Treasurer Harold E. Hunziker, Niles, Mich., recovering at home from illness, was read by Laurence G. Holmes, Hartland, Wis. This was only general in outline, as regular newsletters keep the members informed of this association's operations.

In the afternoon, the report of the educational committee, by Homer K. Dodge, Framingham, Mass., was read by Mr. Holmes. It called attention to the booklet containing the results of the committee's efforts, printed with the sponsorship of the American Association of Nurserymen, and distributed to educational institutions. Some results already had been obtained, and the outlook for further success in the progress toward the committee's goal seemed promising.

The report of the nominating committee, presented by Peter Cascio, was unanimously adopted, and the following were elected: President, Vernon Marshall, Marshall Nurseries, Arlington, Neb.; vice-president, Ralph Griffing, Griffing Nurseries, Beaumont, Tex.; executive committee-man for region I, Homer K. Dodge,

Framingham, Mass.; for region III, Laurence G. Holmes, Hartland, Wis., and for region IV, Catherine Huebner, Jennings Nursery Co., Jennings, La., and executive committeeman-at-large, George Siebenthaler, Dayton, O.

Holdover directors are Louis Hillenmeyer, Jr., Lexington, Ky., for region II; M. Vaughn Woodard, Neosho Nurseries Co., Neosho, Mo., region IV, and Charles Armstrong, Capital Nursery Co., Sacramento, Calif., region VI.

N. L. N. A. GARDEN TOUR.

Sunday morning, July 17, more than 100 members of the National Landscape Nurserymen's Association and guests toured San Francisco gardens. Ray Hartman and Gordon Wallace, Leonard Coates Nurseries, Inc., San Jose, Calif., were in charge of the two busses, and Frank Wilson, Peters & Wilson Nursery, Millbrae, thoughtfully drove latecomers.

The cavalcade proceeded down California avenue's 100 blocks of sycamores, San Francisco's recent big street planting, the flower-banked main drive of Golden Gate park, the Monterey cypress-lined El Camino Real, fronting the ocean; Ortega road with its many nurseries, passing the planting of the new National cemetery, some day to be the Arlington of the west, and the landscaping of the Metropolitan Life Insurance Co.'s extensive subdivision by Thomas Church & Associates.

Led by motor escort, the busses entered the exclusive subdivision, Carolands of Hillsborough, once the estate of the Pullmans of railroad fame. Their Italian palace and over-run gardens are now for sale. Here Albert Wilson, Menlo Park, radio garden commentator, became guide.

The Hilyer Brown grounds were an excellent example of the use of plant material which adjusts itself to a hillside slope exposed to boisterous and sometimes hot winds, with no water. The creeping manzanita was used, and after the first year its rich, berried green was taking care of itself. Marked also was the blending of native with exotic plant material. Accenting the white garden wall and house was a tree-form blooming Japanese privet. Particularly effective beside the blue-lined pool and espaliered as a hedge before the picture window was the apple tree in fruit.

Arrows guided visitors through the ultra-modern Angus McSweeney home, Horizon House, also in Carolands of Hillsborough. Its landscaping was an example of the visual aug-

menting of small grounds, with avoidance of grading, by seat-high walling of a narrow slope, fenced to match the house. A round-leaved eucalyptus windbreak accented the modern note in the garden, while a planting of Clark's *Raphiolepis indica rosea* gave color before the door. Spaced, wired openings in the redwood wall, revealing the view and horizon beyond, were new features to landscapers.

"This is the place!" as Brigham Young once said, was the exclamation of many on viewing the Thomas Franck hillside home, designed by Thomas Church, but carried out by local men. As one turned his gaze slowly upward from the home, he saw that each walled tier made a new picture and yet a unified whole, giving one the feeling this big place was a home, as in a glance he took in swimming pool, numerous gardens, tennis court and outhouses. Colorful island gardens beneath spreading old trees caught the eye, and particularly effective was the white-lilied garden in the broad, sloping front lawn which drew one's glance to the white, brick-walled veranda and into the pillared house.

A hungry and appreciative group did full justice to the excellent meal, ordered by the A. A. N., at Peters & Wilson Nursery, Millbrae. Tuxedoed waiters served the drinks provided by Frank Wilson. Ingenuity was taxed when the fifty places set the night before had to be hurriedly expanded the next morning to provide for 116 guests. The charming walled enclosure of potted and tubbed camellias and boxwood beneath old Monterey cypress and Monterey pine was extended and made a picturesque sight as the guests gathered about the green-clothed tables.

The nursery, with its wide variety of stock, was in excellent condition. Good help now is available from San Mateo Junior College, which provides a horticultural course. Particularly fine was a display of camellias and star jasmine. Frank Wilson was everywhere answering questions and aiding guests.

CONVENTION NOTES.

[Concluded from page 12.]

coming year are: President, John Fraser, III, Huntsville, Ala.; vice-president, Howard J. Maloney, Jr., Dansville, N. Y., and secretary-treasurer, Albert F. Meehan, Dresher, Pa.

At a breakfast meeting July 18 the Baby Ramblers elected to office for the ensuing year: President, Charles Greening, Monroe, Mich.; vice-presi-

dent, James Perkins, Newark, N. Y., and secretary-treasurer, Robert Beam, Yakima, Wash.

No winners for 1950 were announced by All-America Rose Selections, Inc. Officers elected were: President, Eugene Boerner, Jackson & Perkins Co., Newark, N. Y., and vice-president, Albert Morris, Western Rose Co., Van Nuys, Calif. In attendance was L. Richard Guylay, of L. Richard Guylay Associates, New York, who handles publicity for A. A. R. S.

J. H. Burton, Hyattsville, Md., was a close observer of the smooth-running convention machinery at San Francisco. He will be general chairman of the arrangements committees for the convention at Washington, D. C., next year.

NAME G. L. WELCH MOUNT ARBOR VICE-PRESIDENT.

At a meeting July 7 the board of directors of Mount Arbor Nurseries, Shenandoah, Ia., named George Welch vice-president and general manager to succeed the late Harold S. Welch.

A graduate of the University of Missouri, Columbia, Mr. Welch received his early training in the nursery business at the Kelsey Nursery Co., St. Joseph, Mo., which is affiliated with Mount Arbor Nurseries. In 1938 he was promoted from manager of the Kelsey Nursery Co. to sales manager and assistant to the vice-president at Mount Arbor Nurseries.

Mr. Welch is a nephew of E. S. Welch, president of the firm, who purchased Mount Arbor Nurseries in 1891 from the founder, T. E. Mason, and has developed it into the present large enterprise.

AFTER completing his G. I. training at Shumaker Nurseries, Rushville, Ind., H. C. (Zack) Tutterow is now in business for himself on U. S. 40 near Cambridge City.

PURCHASE of 1,000,000 multi-flora rose plants to be used in the wild life habitat development program in Ohio was approved recently by the Ohio state commission of conservation and natural resources. The roses will be planted along fences in 600 areas throughout the state and, according to Dr. E. D. Martin, chief of the game management and propagation section, will provide the best known cover for the state's quail, pheasants and rabbits; will provide food for all types of birds, and, within five years, will develop into a fence capable of turning cattle and sheep.

Association Secretaries Discuss Work

Secretaries from ten of the state and regional nurserymen's associations met Sunday morning, July 17, in the Empire room of the Fairmont hotel, San Francisco. In the absence of the officers, Elmer Merz, executive secretary of the California Association of Nurserymen, presided. Those present were Clyde Heard, secretary of the Iowa Nurserymen's Association; John Burton, Maryland Nurserymen's Association; A. S. Gresham, Virginia Nurserymen's Association; Peter Van Melle, New York State Nurserymen's Association; Louis Vanderbrook, New England Nurserymen's Association; Tom Dodd, Jr., Alabama State Nurserymen's and Florists' Association; James Stubbs, Southern Nurserymen's Association; M. Aubrey Owen, Georgia State Nurserymen's Association, and R. B. Taylor, South Carolina Nurserymen's Association.

Since so few of the nursery association secretaries were able to make the trip to San Francisco, it was decided to retain the same officers for another year. They are: President, Miles W. Bryant, Illinois State Nurserymen's Association; vice-president, John D. Siebenthaler, Ohio Nurserymen's Association, and secretary, Bernard Ward, Michigan Association of Nurserymen.

Association Activities.

To open the meeting, Arthur M. Sargent, manager of the California Society of Certified Public Accountants, gave a talk entitled "The Importance of a Trade Association to an Industry," in which he discussed association activities. He listed these under five main headings. The first, basic for large or small organizations, included a statement of purpose and objectives, a work program which states the objectives which the association is seeking, and adequate financing, which involves a membership building program.

The work program, which can be no more effective than the support and enthusiasm of the members for it, is divided into three parts, service to members, service for members and service to the public. Under service to members, Mr. Sargent advocated publications, such as newsletters to report on the committee activities in the organization, special reports, magazines and bulletins and, above all, an annual report of the accomplishments and financial status of the group. The meetings of the association, including conventions, demon-

strations and technical discussions, are another important service, and the attendance at these is the obvious proof of their value. Other services which an association may give to its members are cooperative purchasing plans, group insurance for members or employees of members, and programs for statistical and market research. The latter could include setting up trade standards and cost accounting systems, preparing volume reports to compare the industry with other businesses in an area, and conducting economic and product research. Mr. Sargent said that statistical and market research might be



Elmer Merz.

done by a committee of the association or by a professional market research firm.

One form of service to the membership which Mr. Sargent believed would be particularly applicable to the nursery trade was a program of cooperative advertising, sales promotion and merchandising aids, through which the association would make available to its members sales promotional calendars and literature, a mat service, point of sale material, merchandising ideas, window posters and displays. He remarked that he had known of one nursery firm which resold its display mechanism after it had used it, and in some trades a basis of interchange of display materials has been worked out.

Mr. Sargent particularly stressed employee training and employee relations and said that more enlightenment in personal relations is needed, although much progress has been made in this field during the past ten or fif-

teen years. Employee relations are well worth a study, so that working schedules, pay rates and employee turnover may be compared by members. Other services which an association may render are help in devising a uniform accounting system for the industry and participation in legislative and governmental activities. Mr. Sargent advised in particular that a lobby be present at the state and federal legislative sessions. Information on traffic, transportation and shipping problems, and help in obtaining favorable freight rates and in settling loss and damage claims can be provided by association reports. Credit and collection information also can be available to members, as well as general information on questions of all kinds pertaining to the industry.

The second part of the association's work program should consist of services for the members. Mr. Sargent believed that the major part of this program should be in public relations, such as paid advertising, radio programs, newspaper publicity, contacts with schools and educators, and the establishment of speakers' bureaus and a public relations council. Although paid advertising can be expensive and newspaper publicity often hard to obtain, many local radio stations are glad to give associations and industries the use of time for public service programs, said Mr. Sargent. He also advised encouraging clubs to come to the association for speakers.

Another service which should be given members is a program of consumer education, a code of ethics and interpretation of the industry to the government and to the public.

The third part of the association's work program should be service to the public, such as the establishment of fair trade practices, including business standards, protection of trade names and protection against unfair advertising; good ethics; efficiency, and public service, by activity of members in community, state and federal organizations and by participation in activities of all kinds. And last but not least, the association and its members should always endeavor to interpret the free enterprise system of the country and the part that its particular industry plays in it. Mr. Sargent said that our system of free enterprise, the greatest economic system in the world, had failed to sell itself to the public, so that many firms

now were advertising this system in addition to their products.

Meeting Programs.

The second speaker was Curtis H. Porterfield, administrative assistant, American Association of Nurserymen, who gave a review of association meeting programs. His analysis covered 199 programs of state association meetings from 1938 to 1949 and included an analysis of the printed program. The average program is a 2-day meeting, with eight speakers per program. During the 10-year period studied, more than 1,400 speakers treated the following subjects: A. A. N. and other trade associations; addresses of welcome by guest speakers; various phases of nursery production, such as propagation, plant varieties, soils and pest control; sales and marketing, management, landscaping, the economic outlook and general subjects.

Mr. Porterfield said the A. A. N. advised that the printed program should include the names of the officers and committees and, if at all possible, the complete membership list. The constitution and the bylaws also should be printed, particularly if amendments are to be considered at the meetings. From time to time it would be valuable to include historical material about the association.

As to the types of meetings, luncheon programs were believed successful because they conserved time. Entertainment should always include a banquet and something for the ladies, as well as trips or tours to break up the business sessions. Above all, time should be allowed for nurserymen to visit and to buy and sell stock.

Legislative Activities.

To conclude the meeting, Clyde Heard, secretary of the Iowa Nurserymen's Association, discussed "Legislative Activities of State Associations." He suggested that to carry on the legislative interests of the association a working committee of three to five members should be appointed who would represent all phases of the businesses represented in the trade association. One of these members should reside at the state capital so that quick contact could be made with members of the legislature at any time. This committee should be familiar with the setup of the legislative bodies in its state and the membership of the assisting committees and should have a registered lobbyist.

When an association is interested in having legislation passed, this legislation should be prepared months in advance, and the letters and contacts with the congressmen, senators or

state representatives should be personal, brief and to the point. Mr. Heard particularly recommended two pamphlets which were published some time ago by the A. A. N. on "How to Write Your Congressman."

Because new bills are often hard to introduce, and harder to have passed, Mr. Heard said that most associations found the greatest success when only a word, phrase or sentence of a standing law was changed, since legislators seemed more amenable to this type of legislation.

ABOARD SPECIAL TRAINS.

[Concluded from page 16.]

occupies fifteen acres and contains over 25,000 plants, representing about 2,500 species and varieties. Said to be the largest collection in the world of mature specimens of cacti and other succulents, its most numerous and spectacular group is of cacti native to the western hemisphere which bloom in spring and summer. Hundreds of other succulents, mainly the South African aloes, provide winter color.

Two acres are occupied by over 200 specimens of palms collected from over the world, while a small area is devoted to a collection of fifty aged cycad varieties, from Asia, Australia, Japan, Mexico and South Africa, and another small area is occupied by lily ponds.

The art galleries, completed in 1910 as a residence for Mr. Huntington, are of modified Georgian architecture in which the rooms are reproductions of eighteenth-century English and French interiors. Seven principal galleries and fifteen smaller halls contain about 400 objects of art, such as world-famed paintings, furniture, tapestries, rugs, clocks, porcelains produced in England and France in the eighteenth century. The renowned "Blue Boy" by Gainsborough is the most noted piece in the collection, which is a representative group of eighteenth century British paintings by such artists as Gainsborough, Reynolds, Romney, Constable, Hogarth and others and the American Stuart.

Built in 1920, the library contains a priceless collection of English and American literature and history, including Benjamin Franklin's handwritten biography, a first edition of Shakespeare and a Gutenberg Bible.

Following the 2-hour stay at the Huntington estate, the group went by bus to Riverside, passing through orange groves and some of the world's largest vineyards and wineries.

The night's stay was at the historic

and picturesque Mission Inn, Riverside. Saturday morning the group went by bus to the top of Mount Rubidoux, where southern California's first Easter sunrise services were held, and along the way saw what are claimed to be the first citrus trees planted in southern California. A tour of the Mission Inn was made before luncheon in the patio. The inn was never a mission, but was built in the style of the old Spanish missions of California and contains many authentic relics of the time and other objects of historical interest.

About twelve left the homeward-bound group at Riverside and Los Angeles to remain longer in California, and Saturday afternoon the convention special train left for the Grand Canyon, where the entire next day was spent. Meals were taken at El Tovar. Some of the party made the tour to the bottom of the canyon by mule, while others preferred to gaze from the canyon rim at the Colorado river far below.

The trains left the Grand Canyon Sunday evening and pulled into Chicago Tuesday, July 26, where the group disbanded.

Notes along the Way.

Frank LaBar, Stroudsburg, took leave of the bus tour long enough to visit Forest Lawn cemetery to make notes for the cemetery business he operates in addition to his nursery.

Two birthdays were celebrated July 23 at the outdoor Mexican luncheon. One was that of B. L. Potter, Huntington, Va., and the other was that of Tom Edwards, Montebello, Calif.

Along the highway to Riverside, Calif., could be seen the salesyards of Rosedale's Monrovia Nursery and Deigaard Nurseries, both at Monrovia. Many remarked on the modern lath house structures and large assortment of canned plants to be seen at both nurseries.

Paul Stark, Jr., Louisiana, Mo., made a tour of California nurseries and orchards following the convention and visited the vast research project of the Shell Oil Co., at Modesto, by plane provided by the Shell company.

Charles Hess, Mountain View, N. J., became reacquainted with a former New Jersey Nurseryman when he visited with Peter Booy, who now grows rosebushes at San Jacinto, Calif. Mr. Booy joined the group for luncheon at the Mission Inn.

KENNETH G. NIMS, 737 College avenue, Rock Hill, S. C., recently started Nims Nursery.

Activities and Achievements of A.A.N.

By Howard C. Taylor, President, A. A. N.

In preparing the material for this report, I have constantly kept in mind the fact that the activities and achievements of our association have been fairly completely reported during the year in our association news letters and "Dividends" sheets and in the trade press, as well as at local or regional meetings. Nevertheless, in conversations with members I often find them surprised to learn of this or that activity. Apparently the pressure of business has caused some to overlook the reports and is the very good reason for my review at this time.

During the past year there has been no slackening of pace in association activities; in fact, as the business cycle swings downward and the socialization by government continues, the work of our association increases. We are a group of independent businessmen seeking to continue a profitable and satisfying way of life without government subsidies and with a minimum of government interference. In seeking to preserve and advance these ideas, we are extremely dependent upon each other in an organized effort such as the A. A. N. to keep from being submerged in a mad movement to regulate all business by government.

Membership and Finances.

The steady membership growth which we have maintained indicates that we are on the right track. Last year President Armstrong reported to you a membership of 1,150, the largest in our history. Today we have a membership of 1,202—not a sensational increase but certainly a healthy growth. For various reasons we have lost fifty-three members and have gained 103, making a net gain in the year 1948-1949 of fifty members.

During the year, two new chapters were created, 35 and 36, West Virginia and Maryland-West, and charters have been issued to these chapters.

What about our financial picture? A study of the treasurer's report shows we are continuing the policy of living well within our income. We have again added to our reserves. I doubt that many businesses were able to do this during the past year. The executive committee is well aware that we may add new members more slowly in the future and that there may be

some reduction in the size of dues payments for the next year or two. With this in mind, there is being presented for your action a budget again well within our anticipated income.

It has not been easy to hold down the expenses in view of requests for new projects suggested, but in the interests of good management we are weighing each project and examining its cost carefully before authorizing it. I commend to the incoming officers a continuance of this policy of conservatism in order that we may ever be ready for any emergency. Income



Howard C. Taylor.

has a way of dropping more rapidly and unexpectedly than it is possible to pare expenses, and, as we continue in this period of transition, it seems to me we should keep a close check on expenditures as related to income.

Major Projects.

While complete reports on the various major projects of our association have been submitted to the board, I feel it is the duty of the president to give an account of the status of the association as a whole and to indicate the trends and effects of our activities—even in some cases to recommend a specific course of action.

Let us start with the "Revised Horticultural Standards." This excellent compilation of material was published last year and was submitted to the American Standards Association for its approval. That association has now approved these standards and made them a part of its files. Consequently, this information on standardization of materials of our industry is now available to engineers, architects,

park departments, etc. The value of this is obviously far-reaching and has some official status outside the industry itself.

Also, during the past year, the Norman J. Colman award was established. It was named in honor of a man who was president of the A. A. N. in 1882-83 and in 1885-86 and who became our country's first Secretary of Agriculture in 1886. The award consists of a handsome bronze plaque and a sum of money to be presented in recognition of outstanding scientific work in the field of horticulture and will be given for the first time at our 1950 convention. Selection of the candidate will be made by a committee of land-grant college deans and directors. In establishing this award, it is our sincere hope that we shall stimulate some real study in the field of horticulture, where at the present time there is such a great lack of appropriate research and advancement.

The gathering of statistics on the production and distribution of nursery stock was initiated this year with only a moderate return. Continuance of this program must be decided on a basis of value to the trade with a plan of operation so formulated as to be self-sustaining. It seems doubtful whether this can be done, and abandonment may well be the proper course at this time. Little or no value can be derived from such a compilation unless it is carried on over a period of years and participated in by a majority of growers. It does seem, from the response received so far, that this enterprise is not justified.

Two years ago at Boston, the association entered into an employment contract with our executive secretary, providing for his retirement at the age of 65 and securing his services for the industry in the interim. The provisions of this contract are familiar to you, as they are a part of the proceedings of that convention. However, at our executive committee sessions last January, certain supplementary amendments were given consideration by the executive committee, which delegated me to secure the services of attorneys to review these amendments for the association. This was done. The amendments submitted did not materially change the contract, but it was felt that this contract could be improved and clarified in wording and so finally was rewritten.

Address of Howard C. Taylor, Eastview, N. Y., president of the American Association of Nurserymen, at the annual convention, at San Francisco, July 18.

ten. Mr. White has expressed satisfaction with the new contract, and the executive committee also has expressed itself as satisfied and pleased with the new contract.

College Landscape Training.

In cooperation with the National Landscape Nurserymen's Association, another undertaking is gradually gathering momentum and making the value of itself known. I refer to the work of the education committee of the N. L. N. A. under the chairmanship of Homer Dodge, of Massachusetts, in compiling a suggested curriculum for college training of landscape nurserymen. This is a definitely progressive step in education in the field of landscape training and should be promoted at every opportunity by every nurseryman, whether essentially a grower or landscaper. The cost of printing this valuable material in a dignified way for presentation to agricultural colleges was underwritten by the A. A. N., but the considerable work of presenting the material is being undertaken by the N. L. N. A.

If it is the wish of landscape members that further assistance be given this project, they should make the fact known to their executive committee. I believe this undertaking is more than justified because landscape nurserymen are end users of all types of nursery stock and furnish probably the most stable market for the highest class of stock grown. Better trained landscape men mean more and better nursery stock on more and better landscape jobs. This is of direct benefit to our customers and the public, which, of course, is, upon analysis, of prime benefit to us.

Obviously, no single segment of the industry can be singled out for special attention, but here we have a group using every conceivable type of stock produced, and, when sold by a landscape nurseryman, it has reached its final destination in the hands of the consumer.

If there is anything we, as a group of nurserymen, or even as individuals, can do to influence our local colleges and educators to plan and carry out a practical, well rounded full course of study for landscape nurserymen, it is almost our responsibility to do so. Few of us have the opportunity to make a spectacular contribution to our way of life, but bit by bit—in just such ways as this—we can help to better our country.

Service Costs.

Constantly considering expenses versus income, as we all must in the successful operation of our individual

businesses, the properly run business of carrying on an association entails the same thought. A recent survey of the cost of servicing members reveals the fact that minimum dues failed to meet actual servicing costs in any of the years surveyed. In fact, it is now costing approximately \$51 per member, while minimum dues are still \$10. Thirty per cent of our membership falls into this category, while over fifty per cent pays less than actual cost.

It is only by virtue of the fact that we have just less than fifty per cent whose dues payments are considerably in excess of minimum costs that our budget is balanced. Perhaps this is as it should be; certainly weight of numbers in the association is a valuable asset, and there are those who feel we shall lose members if minimum dues are raised. However, your elected officers would be remiss in their duty if they did not call these facts to your attention. This is a matter for board attention and frequent review.

Legislation.

Now let us look at the legislative calendar of the year 1948-49. It has been an extremely heavy one, with problem after problem of vital interest to us as growers, as shippers, as merchandisers and as business firms. If there is ever a question in anyone's mind regarding the value of membership in the A. A. N., he should read the briefs presented by your executive secretary before Congressional committees.

The preparation and presentation of these briefs are a time-consuming task of considerable magnitude. The factual data contained therein must be unassailable and the presentation made in a manner to command attention as well as to induce good feeling toward our industry. In this respect we are a fortunate association in having the services of our secretary, Dick White, who has the most remarkable talent for achieving all these things when making his appearances.

First of these presentations was at the Interstate Commerce Committee hearings, where the I. C. C. held nursery stock to be a nonagricultural commodity. Secretary White testified to the agricultural nature of nursery stock, but as yet the decision has not been handed down.

On the matter of extension of social security coverage to agricultural employees, the A. A. N.'s position as favoring such extension was placed before the ways and means committee and became part of the record. A bill may be reported, but no action is expected at this session. Working

for this coverage is certainly a concrete way of improving employer-employee relationships, for the employees see no reason for the exclusion.

The matter of postal rates—of vital concern to a large segment of our industry—was given a lot of attention during the year. Hearings before both Senate and House committees were concluded in June. Here, again, the outcome is in doubt, but it certainly is doubtful if any action will be taken this year.

International quarantine matters again have required the attention of our secretary and committee on quarantines. We have emerged from this skirmish no better and no worse than previously. However, constant vigilance is necessary, and this is not a matter to be set aside lightly.

Last January it was rumored that service nurseries were about to be established in connection with national cemeteries. Immediate action by the Washington office enlisted the aid of senatorial and Congressional help, and we are happy to report that policy was reversed and directives have been issued abandoning all such plans. You have to be there first if you want to get results, and we see again how our association directly benefits us.

It is anticipated that this coming year again will be a busy one legislatively, and, if the principles on which our association has grown and become strong are to continue to prevail, nothing—absolutely nothing—should be allowed to burden our Washington staff to the exclusion of any part of this legislative phase of work.

Publicity.

I cannot conclude without a few words about the work of the market development and publicity committee, especially inasmuch as I have been close to its activities—and not just geographically. The work of this committee and its subcommittees is an extremely important one, and while the present phase of its work has been under way for over two years, I can safely say these men are pioneering as far as our industry is concerned. While other industries may indicate a possible procedure here and there, our industry is so individual in its ramifications that the progress is necessarily slow in order to promote all types of nursery enterprise.

No other committee has functioned so diligently; no other activity has required so much guidance; no other group has given so much of its time,

[Continued on page 48.]

Value of A. A. N. to Nursery Industry

By Richard P. White, Executive Secretary, A.A.N.

"One of the biggest problems of a trade association executive is that of convincing his members that the trade association he manages is their association—not his."

This is a quotation from the writings of the president of the American Trade Association Executives, T. E. Veltfort, who continues: "He tries to impress them with the fact that he is not running a store or service station, devising ways and means of selling them a line of goods, but rather helping them to make effective the machinery for cooperative action by the association members in their own interest."

The American Association of Nurserymen is the national association of nurserymen, through which its members cooperate for their own interests. It is a corporation, and like all corporations with 1,200 "stockholders" it must employ management to manage its affairs. Voluntary member corporations such as trade associations depend on the voluntary contributions of time and effort that are made by its elected officers, appointed committeemen and board members.

President Taylor has reviewed the activities of the association and of the Washington office during his term, and from it and from Vice-president Ilgenfritz's resume of committee activities, you should now have a broad appreciation of what the association has meant to the industry the past fiscal year.

Yet both reports have, without design, left fields for me to cover, partly having to do with the management of association affairs, partly with broader, more basic and fundamental considerations. To approach the first phase of my report, I wish to re-establish in your memory, for those whose membership dates from prior to 1937, or to paint for the others, a picture of the A. A. N. of that time. What I now have to say will be history to some—news to others.

1937 vs. 1949.

The American Association of Nurserymen underwent a major operation in 1937, which resulted in a completely new modus operandi by January, 1938. The convalescent period lasted into 1939, when finally

Report of Richard P. White, executive secretary of the American Association of Nurserymen, presented at the annual convention, at San Francisco, July 18.

those then in charge of A. A. N. affairs agreed that the operation was a success and that the patient would continue to increase in stature and effectiveness over the years.

It is well that I preface my remarks with a backward glance to recall to your memory the A. A. N. of 1937-38 as compared to the A. A. N. of today. I do so frankly and honestly, with no desire for self-approbation or of throwing bouquets in any direction. The progress of association management and operation is caused by the cooperative efforts of so many people, most of them

general that the association was doing nothing for the industry or the individual members thereof. This year for the first time, we hear that the association is perhaps attempting to do too much for its members and the industry it represents.

Progress and effectiveness are not measured alone by number of members, money received and expended or money held in reserve for the inevitable "rainy day." Progress is more truly measured by the manner in which association projects and activities are directed and results secured.

I do not wish to dwell at length on what the association has done or is doing for the industry. Nobody who is acquainted with the record will deny that the A. A. N. has been of good influence to the industry.

I cite these statistics only to indicate, to the board and to the membership at large which we are attempting to serve, that since the reorganization in 1937 there has been built a constructive force working for the long-range good of the industry, and, consequently, for the good of each and every business unit in the industry.

From time to time management is challenged. Good! Management must never blind itself to new thoughts, new ideas, constructive criticism and responsible suggestions and recommendations. But in rendering judgment on current proposals, however honestly and sincerely made, we must not lose sight of the fact that we have made sound progress under our present form of operation. We must think twice before encumbering a flexible and successful modus operandi with procedural requirements which would engender a strangling inertia, resulting in a lethargic, unresponsive, incapacitated and ineffectual, and, consequently, a dying arthritic organization incapable of action.

Publicity.

Every association manager recognizes that any one project of his association will never receive the full approval of all his members. We are not naive enough even to suggest to ourselves that it does. Consequently, it is part of our obligation to our membership constantly to improve our activities to blend the many viewpoints which come to us, to gear them to the needs of our industry



Richard P. White.

owners of nursery businesses, that it would be utterly futile to mention them all. Here is the record.

The 1937 badge book listed 337 members. The 1949 badge book lists 1,189 members.

The 1937 proceedings showed an income from dues for the year 1937-38 of \$9,615. The treasurer's report today shows dues income for the year 1948-49 of \$63,191.87.

On July 1, 1938, cash on hand in two accounts, a special fund raised by voluntary contributions for the establishment of the Washington office, and the general fund—all the cash assets we had—totaled \$12,961.15. On July 1, 1949, our cash assets were \$120,218.02.

On July 1, 1938, we had not a penny in reserve. Today our reserve funds, invested in government securities, and in insured building and loan stock, plus \$10,000 cash reserves in the bank, amount to \$47,681.21.

In 1937-38, the complaint was

and to adapt them to the current thinking and desires of our membership, as well as to the long-range objectives being sought. This is not an easy task with 1,200 so-called stockholders in our association.

I am not complacent about any of our activities. There is none that cannot be improved. This is particularly true about our most recent venture in the field of publicity, which I consider to be our most important project and which certainly is our most expensive one. I know the committee in charge feels the same way. But certainly improvement has been made this past year, and improvements will continue to be made, as we in management continue the blending of judgments, the consideration of opinions and the analysis of successes and failures, followed by corrective actions resulting from decisions mutually arrived at. You can be assured that whatever the board decides relating to our activities in the field of publicity for our coming fiscal year, it will not be in accord with the thinking of all members. While one of the most important activities, it is likewise the most controversial. Legislation, quarantines, government competition problems, problems of management and a lot of other things have caused me great concern, but none has caused me the constant and grave concern that our publicity effort has brought.

Codes.

Last year this association adopted a code of fair business practices. This has been publicly ridiculed, parodied and held up to scorn. May I report that at a recent meeting of President Taylor and myself with the headquarters staff of the National Better Business Bureau in New York, it was suggested by it that we should adopt just such a code as we adopted last year, so that all in the nursery business would have some conception and standards of fair business practices. This code, section by section, was adopted by the board of governors, with eighty-two members voting on the only standing vote taken. I am not one to subscribe to the view that eighty-two members of this board, voting unanimously in most cases, approved a document that has been written and spoken of as a "horrible example" or as something "potentially damaging to the prestige of nurserymen," and also scorned as "equivocal," "verbose" and couched "in poorish language."

I understand a recommendation may be made to rescind this code of fair business practices. In my opin-

ion, if this is done, it will be a tragic step backward. It is my recommendation that this code be retained.

Ethics is something that goes beyond the strict legal requirements of business relations. Merely being legal will not bring customers back nor will it tend to attract new accounts. Trade depends upon good will in which legality is but one ingredient. The firm or industry that establishes a reputation for honesty and fair dealings beyond the minimum requirements of law has a business asset of great value. If the A. A. N. also wishes to adopt and publicize a code of ethics, let us do that, too. I have recently been asked to prepare such a code for consideration of the committee on trade practices and ethics. The original draft has been studied and modified by the committee, and I understand it will be submitted for board action at this meeting. I certainly would recommend the adoption of this revised statement of business ethics.

Economy in Government.

On July 12 the following was written by a great American statesman: "I am not among those who fear the people. They, and not the rich, are our dependence for continued freedom. And to preserve their independence, we must not let our rulers load us with perpetual debt. We must make our election between economy and liberty or profusion and servitude. If we run into such debts, as that we must be taxed in our meat and in our drink, in our necessities and our comforts, in our labors and our amusements, for our callings and our creeds, as the people of England are, our people, like them, must come to labor sixteen hours in the twenty-four, give the earnings of fifteen of these to the government for their debts and daily expenses; and the sixteenth being insufficient to afford us bread, we must live as they now do, on oatmeal and potatoes; have no time to think, no means of calling the mismanagers to account; but be glad to obtain subsistence by hiring ourselves to rivet their chains on the necks of our fellow-sufferers."

And on July 21 the same statesman wrote "I, however, place economy among the first and most important of republican virtues, and public debt as the greatest of the dangers to be feared."

The year was 1816, not 1949, and the writer was Thomas Jefferson.

The Eighty-first Congress, First Session, will appropriate about \$12,000,000,000 for the fiscal year

1950. The First National Bank of Boston is author of the statement that federal, state and local government expenditures now aggregate in the neighborhood of \$60,000,000 annually—\$1,500 per family—while our government debt amounts to \$6,291 per family.

"The steady rise in governmental employment on all levels and the attendant effect on taxes drawn from the public's pocketbook can only be viewed with concern," editorialized the New York Times on June 23, 1949.

What caused this statement? Over 2,100,000 employees are now on the federal government's pay roll. The census bureau reports that in January of this year federal, state and local governments employed 6,083,000 persons, or about one in every ten of the total working force of the country. It requires \$1,340,400,000 in taxes each month just to meet the pay roll.

Revenues have exceeded expenditures on the federal level only twice in the past nineteen years, and these were two and three years ago. After these two years of a federal balanced budget (1948 with over \$8,000,000,000 surplus) we have just ended a fiscal year with a deficit of approximately \$1,800,000,000. The country is confronted with a critical fiscal situation today which is bound to deteriorate due to the economic adjustment period through which we are now passing. Expenditures are again mounting and receipts declining. Senator Byrd has called the fiscal situation of our government "frightening."

A strange disease gripped the United States Senate last month, diagnosed as fiscal malaria—a high fever for economy (everybody makes speeches about it) followed by a quick chill on the whole subject. While there has obviously been a growing opposition to increasing federal expenditures, the Congress has not been able to effect reductions. When I left Washington, Congress was planning to ignore its obligations and throw the whole economy problem in the President's lap, where it does not belong. Congress controls the purse strings and has been very jealous of the fact up to this point.

The only road to government economy is for you and every other American taxpayer who believes in a financially strong United States of America to demand of your elected Congressional representatives an economy program. This is one item of business that you cannot afford to leave to George. You and I and

[Continued on page 61.]

Market Development and Publicity

By Charles M. Boardman, Chairman

Before giving you a detailed report of the work of this committee, it will be well to consider the nursery business in general. From the executive secretary's report, we learned dues collections indicate that we have been holding our own—in fact, the industry as a whole is six per cent ahead of last year. This is gratifying, in spite of the fact that other types of business report a recession of ten to twenty per cent in some cases. You will all agree, I am sure, that business has been more difficult to get. It takes more salesmanship. It takes more effort on the part of your whole organization. The customer today is almost overwhelmed with the merchandise that he can buy with his dollar. War shortages are practically over.

Nearly every industry of our size or smaller does have a promotion program to get this dollar.

Of course, we would like to think that our trade promotion program has helped some to keep us ahead. It may be true. Reports from members in all parts of the country indicate a favorable reception to our newspaper, radio and magazine material and other activities. We must remember from past experience, however, that the nursery business is one of the last to feel an upturn in business and the last to feel a recession. This was especially true in 1931-32.

Trade promotion is like a snowball. The longer it rolls, the more effective publicity it should receive. This has been true in other industries. We feel we can expect it with ours.

There are many new members in the A. A. N. since our program got under way two and one-half years ago. Perhaps we should review the start of this program. It began with some careful market studies showing just where the promotion effort could be placed with the most results for nurserymen generally. We have learned a lot. The average business trade promotion program is simple. The product is the same throughout the country. Bolts and nuts, refrigerators, floor coverings, flowers are the same throughout the country. Our product differs with every climatic zone. The planting season is different; the type of stock that we grow varies.

Report of the committee on market development and publicity, presented by the chairman, Charles M. Boardman, at the A. A. N. convention at San Francisco, July 18.

The only thing that is the same is the urge to plant, the desire to create beauty, enjoyment and better living. This we can promote on a national scale and include the A. A. N. as a symbol of quality and value, and its members as an authoritative source of reliable plant material and information.

During the past several months we have developed a supplementary campaign—one for each section of the country—in addition to our national effort. This is based on climate and



Charles M. Boardman.

the buyer habits which I will discuss later.

Funds for this work are based on an additional forty per cent of your regular yearly dues. To a large part of our membership this is less than \$10 per year. For a great many of us it is far less than we spend in one or two advertisements. I think you will agree that we get a lot for our money.

The work for the association is carried on by an executive group of this committee and six regional committees of three members each. The regional chairmen for the past year were as follows: Donald Wyman, I; Louis Hillenmeyer, II; Harry Malter, III; J. J. Pinney, IV; Clark Kidd, V, and Robert Beam, VI. All of these men have done a lot of work for us.

Publicity and Promotion.

Your executive committee, C. S. Burr, vice-chairman; Clarence O. Siebenthaler, and myself, together with

our secretary, Dick White, and frequently our president, Howard Taylor, and vice-president, James Ilgenfritz, have met with Burnett Associates every six or seven weeks—a total of eight meetings in all. Our purpose has been to review progress of the program, to report your recommendations and suggestions to our account executive and to organize and plan future work. This naturally falls in several lines of activity, and I shall discuss these in their various groups.

Newspapers.

Our largest field of activity is newspapers. We are now sending our material to 624 newspapers throughout the country. If papers in your area are not on our list, you should send name of publication, together with garden editor's name, if possible, to Dick White's office. A request was made in "Dividends" some months ago for additional listings, but few returns were received from our members.

During the past year we have had sixteen national and special releases going to these newspapers. In addition, fifty-seven regional releases were sent out by climatic zones. These have gone to the same number of newspapers, but the material varies with each area. National releases went out about the first of the month and regional issues on the fifteenth of the month. The climatic zones differ naturally from the regional areas of the A. A. N., and are shown on the poster boards. Subject matter for the releases for the zones are suggested by our regional subchairmen and their committees. Special horticultural writers in each area were assigned these subjects. Each article is checked by a zone committee for suitability of material, availability of stock mentioned in the trade and other points favorable to our membership. This was not the case at the start, but the present system seems to work. Each article carries reference to the A. A. N. It is further edited by the Washington office before going to Burnett Associates for release.

Copies of all releases are on display on the easels outside, also clippings from various papers throughout the country. Copies of national releases are now sent to our membership with "Dividends," but we have not had

[Continued on page 65.]

Nursery Conference at Michigan State

By F. L. O'Rourke

In spite of the hot weather which prevailed, the nursery and landscape management conference, sponsored by Michigan State College, East Lansing, July 7 and 8 at the college, attracted 167 registrants. The majority of those present were from Michigan, but there were also many from Wisconsin, Illinois, Indiana, Ohio and Ontario, Canada.

Most of the talks and papers presented dealt with various phases of the conference theme, "Soils and Nutrition." Following registration Thursday morning at Phillips Hall, the sessions opened officially at 10:30 a. m. at the Horticulture building, under the chairmanship of Dr. H. B. Tukey, head of the department of horticulture. Clifford Hardin, who recently was appointed director of the agricultural experiment station, greeted the conferees and explained some of the aspects of the station's agricultural research which were of value to nurserymen.

Sound Soil Practices.

James I. E. Ilgenfritz, now president of the American Association of Nurserymen and president of Ilgenfritz Nurseries, Inc., Monroe, gave the keynote address. In elaborating on the title, "The Nurseryman's Need for Sound Soil Practices," Mr. Ilgenfritz likened the productive capacity of nursery soils to a bank account. Withdrawals are made in removing nursery stock, especially with material that requires a soil ball. Further withdrawals are a result of oxidation of organic matter, water and wind erosion and practices which result in poor soil structure.

Deposits must be made adequately and regularly in order to maintain the proper balance for productivity. Such deposits consist of rotations in which land formerly used for growing nursery stock is placed in a legume-grass cover for several years. Alfalfa-brome is a typical cover combination for the northern states. The deep-rooted alfalfa will open up channels into the subsoil and provide the internal drainage badly needed in heavy soils, while the fibrous-rooted brome grass will permeate the upper layers of soil and provide the organic matter upon which soil structure is dependent.

Plant food in the form of mineral fertilizers may be added to the soil at the time the cover crop is sown.

The kind and amount of food will depend upon both the type of soil and the specific crops to be grown. In applying the principles of sound soil practices to the landscape field, Mr. Ilgenfritz emphasized two important points often overlooked by the landscape planter. He should determine that adequate drainage is provided for best plant growth and also that a sufficient supply of humus is incorporated in the fill to assure good aeration, moisture-holding capacity and granular soil structure.

Soil Structure.

Dr. L. M. Turk, head of the department of soil science, served as chairman for the Thursday afternoon session, during which Dr. R. L. Cook, of the same department, spoke on "The Structure of the Soil" and pointed out that the minute particles which composed the clay fraction of most soils must be held together in larger granules in order to open up pores and channels to allow for the entrance of both water and air. Air is an important constituent of the soil because plant roots require oxygen in order to grow and perform their normal functions of taking up plant food and water from the soil. An adequate amount of organic matter which is up to five per cent of the total weight of the soil is beneficial in this regard, because in its decay and decomposition, humus compounds are formed which tend to promote the granulation and crumb structure of the soil itself. Dr. Cook pointed out that soil which has been puddled by bad management or by lack of organic matter becomes poorly drained because of the impermeability of the soil layer and that plants grown in such puddled soil may suffer not only from a deficiency of air and water but also from lack of nitrogen as a result of poor bacterial action.

Limitations of Soil Tests.

Dr. K. P. Lawton, department of soil science, discussed the possibilities and limitations of soil tests. One of the drawbacks from the nurseryman's standpoint is that little research has been done on ornamental crops to determine their optimum requirements with ordinary mineral fertilizers. Dr. Lawton stated that there may be an adequate amount of a mineral element in a soil but it may be unavailable because of improper

balance with other nutrients, too acid or too alkaline a soil solution or a poor air-water balance. He said that there were a number of methods of making quick soil tests, but that because they had been designed especially for soils within certain areas, it probably would be better for a nurseryman to purchase a kit which had been developed for his own particular locality if he is able to obtain one. The interpretation of soil tests and the subsequent rate of application of fertilizer should be done by someone who is familiar not only with the growth response of the plant concerned but also with the local soil types.

Retention of Moisture.

The moisture-holding capacity of the same soil type under different covers was discussed by George Crabb, United States Soil Conservation Service, East Lansing. He said that by taking water measurements throughout the growing season at each 3-inch level from the surface to five feet in depth, experimenters found that almost more water was available under an alfalfa-brome grass and legume cover than in the adjoining cultivated field. Available water varied somewhat within the root zone of seed plants, but the relationship between grass and cultivation was consistently in favor of the grass cover. Mr. Crabb stated that experiments were now under way to determine water retention when weeds were removed by chemical control as compared with clean culture by tillage implements.

Management of Lawn Soil.

As in all previous meetings, Dr. James Tyson drew the full attention of his audience during his talk on "Lawn Soil Management." Because of the hot, humid weather of late June and early July, both brown patch and dollar spot had been giving trouble in lawns. Dr. Tyson recommended treatment with organic compounds every ten to fourteen days during the summer and every four to five days in hot, humid weather. He stated that excess water tended to spread these fungal diseases. During the summer it is best to cut grass fairly high. Bluegrass should be cut from two to two and one-half inches high, to allow food reserves to be built up in the roots.

[Continued on page 70.]

1949-1950
WHOLESALE CATALOG1949-1950
WHOLESALE CATALOG1949-1950
WHOLESALE CATALOG1949-1950
WHOLESALE CATALOG1949-1950
WHOLESALE CATALOG1949-1950
WHOLESALE CATALOG1949
WHOLESALE

Here's Your Guide TO GREATER PROFITS

More complete than ever, our new 1949-1950 Wholesale Catalog brings you the nation's outstanding list of California Grown Ornamentals. Informative, highly descriptive and containing numerous color illustrations, it will lead you to faster selling stock with larger mark-up possibilities.

Write for Your Free Copy Today!

In writing us, won't you please use your business letterhead.

PYRACANTHA ROSEDALE (Trade Mark Reg.)


WHOLESALE ONLY

PYRACANTHA ROSEDALE (Trade Mark Reg.)

WHOLESALE ONLY

PYRACANTHA ROSEDALE (Trade Mark Reg.)

WHOLESALE ONLY


monrovia
Nursery Co.

QUARTZ ROAD AND MYSTLE AVE.
Phon., Monrovia 95 or 96 Post Office Box 196
MONROVIA, CALIFORNIA

PLEASE KEEP FOR REFERENCE


monrovia
Nursery Co.

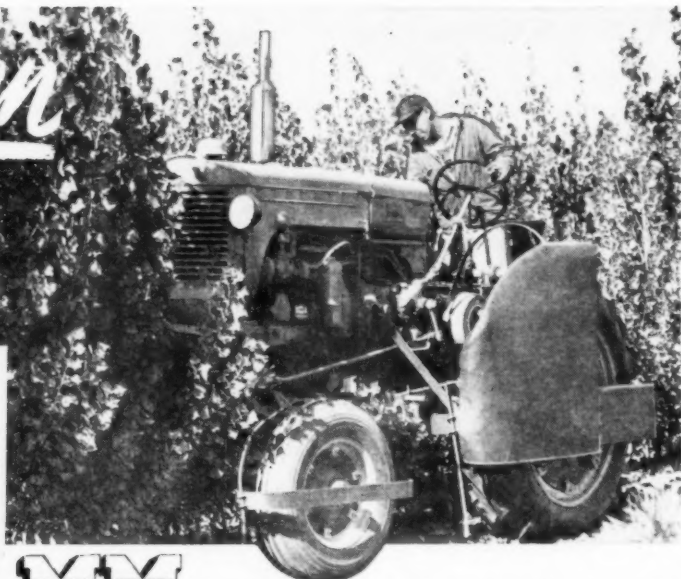
QUARTZ ROAD AND MYSTLE AVE.
Phon., Monrovia 95 or 96 Post Office Box 196
MONROVIA, CALIFORNIA

PLEASE KEEP FOR REFERENCE


monrovia
Nursery Co.

QUARTZ ROAD AND MYSTLE AVE.
Phon., Monrovia 95 or 96 Post Office Box 196
MONROVIA, CALIFORNIA

PLEASE KEEP FOR REFERENCE



HIGH CLEARANCE TRACTOR



Nurserymen are now discovering that the Minneapolis-Moline UTC tractor possesses features that are definitely needed in the field work they are required to do in their business.

Originally designed for rugged service in cane fields even under difficult conditions, this UTC tractor is widely acclaimed for its dependable power, its operating efficiency, its sturdy construction, its economical upkeep, and now its Uni-Matic Power for operating hydraulically the working tools available for it.

Nurserymen interested in cutting operating costs appreciate especially the fact that the MM tools designed for this high-clearance tractor are useful in saving time and costs of preparing the soil for perennials, shrubs, and tree seedlings and later for cultivating growing areas. With special attachments of their own design, nurserymen are finding still another use for these UTC tractors—that is for tree digging, root trimming, and under-cutting operations.

Here are a few of the features of this MM Model UTC tractor that nurserymen appreciate:

STURDY CONSTRUCTION: for rugged, long-life, dependable performance.

HIGH CLEARANCE: built high from the ground with a 31-inch clearance.

VISIONLINED DESIGN: for best operating visibility on all jobs.

SURPLUS POWER: provided by powerful high-compression 4-cylinder engine with exclusive high-turbulence head and special combustion chamber.

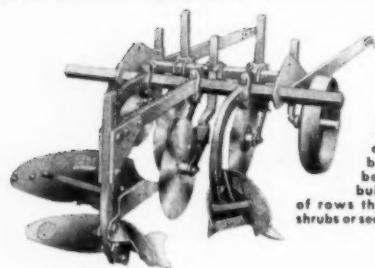
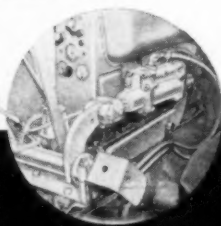
FIVE FORWARD SPEEDS: with a maximum road speed of 13.2 m. p. h. and a reverse speed of 1.9 m. p. h.

UNI-MATIC POWER: for smooth, positive, accurate lifting, lowering, and depth control of working tools.

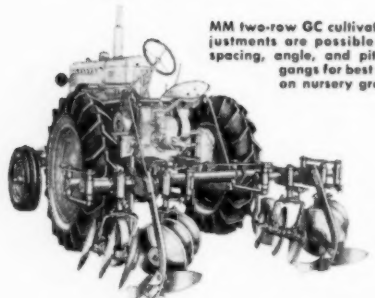
With MM Uni-Matic Power, which hydraulically lifts and lowers the working tools, depth of penetration may be accurately controlled by a conveniently located selection lever.

SEE YOUR MM DEALER, OR
WRITE FOR COMPLETE INFORMATION

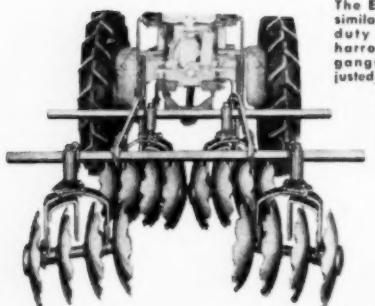
MINNEAPOLIS-MOLINE
MINNEAPOLIS 1, MINNESOTA



The HC plow consists of right and left hand bottoms that may be adjusted for building the kind of rows that perennials, shrubs or seedlings thrive in.



MM two-row GC cultivator. Various adjustments are possible in setting the spacing, angle, and pitch of the disc gangs for best possible results on nursery growing beds.



The EC Chopper is similar to a heavy-duty tandem disc harrow. Four disc gangs can be adjusted separately for cutting angle and pitch desired in the preparation of seedling and shrub beds.

Plant Notes Here and There

By C. W. Wood

It has been so long since American saxifrages have been under trial here in my garden in northern Michigan and so few are seen in nurseries that I have been amazed by the interest shown in them this spring by several correspondents. It suggests to me that a few notes on the plants and their culture might be helpful at this time. It took not a little searching, though, to find the exact time that the majority were under trial, and it amazed me, too, when I found that it was in the years 1932, 1933 and 1934, which were more than fifteen years ago.

If the correspondence referred to above is a sign that we are becoming interested in saxifrages, other than the easily grown varieties, it is an encouraging sign, even though the awakening is coming rather late in our experience. I have a notion that saxifrage culture has been so long retarded by the disheartening opinions of early American writers on the subject which spread the word that our climate was not adapted to their growth. It is true, of course, that the climate of eastern United States offers trying conditions for such delicate species as *Saxifraga aphylla*, *S. imbricata* and other high mountaineers, but there are few gardens in the northern states that cannot offer growing conditions for many of the 500 or more species.

It is true, too, that many of the earlier American trials of saxifrages were based upon recommendations originating in the moist climate of the British isles, and the investigators were defeated even before they commenced, for the growing conditions of the two countries are almost exactly opposite. It was when we commenced to blaze our own trail that our first progress in alpine culture was made. We have not gone far yet, but we are on the way to a better understanding of some phases of the problems involved. We need more experience, and the best way to gain it is by wholehearted support of the American Rock Garden Society.

Three Native Saxifrages.

The list of native saxifrages is not overly long, and, of that abbreviated list, few are well known in gardens. And some, because of their difficult culture, probably never will be popular outside a few favored spots. *S. bronchialis* and its forms *austromontana* and *cherleroides* are confused, not only among gardeners, but the botanists seem to have had trouble

with them, too. None of these plants is common, and when one is seen, it is usually under the wrong label. Far from being a trained botanist, I do not set myself up as an authority on this confused mess, but a careful study of the plants in the light of available literature, using Engler's treatment of the genus, led me to the following conclusions:

According to that interpretation, most of the plants in American gardens under label of *S. bronchialis* are actually *S. austromontana*. The note in "The Standard Cyclopedia of Horticulture" to the effect that "*S. austromontana* is probably not in cultivation," written when the few saxifrages we had were practically all grown from European sources, was probably responsible, though unwittingly, for the assumption that we have *S. bronchialis* and not *S. austromontana*. That was before native collections

had contributed much to our gardens. In that case the plant would have to be *S. bronchialis*, but much of the material now available has been grown from material collected in the Rocky mountains and Cascade mountains and is therefore *S. austromontana*. The principal differences between the two plants are as follows: *S. bronchialis* has creamy-white flowers with orange-red dots, while *S. austromontana* has white flowers made up of smaller petals, not clawed at the base, and has reddish-purple dots. The stems of *S. austromontana* are slenderer and often purple; the leaves are more awl-shaped and darker green.

The third plant, *S. cherleroides*, mentioned in a preceding paragraph is probably no more than a variety of *S. bronchialis*, growing in the region extending from Asia across the Behring Straits country into North America. Much confusion in its nam-

**The Old Hand at the New Stand
Now Has a Fine Lot of Nursery Stock
For His Fellow Nurserymen**

Many thousands of fine quality

AZALEAS

Satisfied customers in 14 states. Book your order now and avoid disappointment.

ORNAMENTALS

A nice line of **Broad-leaved Evergreens, Shrubs, Conifers, Flowering and Shade Trees.** Grown right, priced right. Convenient trucking distance to New York and other eastern points.

Grown on the famous Eastern Shore of Virginia.

TANKARD NURSERIES EXMORE, VIRGINIA

Sam Tankard, Jr.

John Ed. Tankard

General Line of Ornamentals, Liners and Finished Materials ORIGINATORS OF JUNIPERUS GLAUCA HETZI

Some of our salable counts as follows:
Fall, 1949, and Spring, 1950

30,000	Upright Yew , 18 to 48 ins.
15,000	Spreading Yew , 15 to 30 ins.
4,000	Rhododendron Hybrids , 18 to 30 ins.
3,000	Azalea Hybrids , 18 to 30 ins.
2,000	Magnolia Soulangeana , 24 to 48 ins.
500,000	Red-leaved Barberry , 6 to 30 ins.
50,000	Chinese Chestnut , 6 to 24 ins.

**FAIRVIEW EVERGREEN NURSERIES
FAIRVIEW, ERIE COUNTY, PA.**

✓ PEONIES ✓ DAY LILIES ✓ JAPANESE IRIS

FOR FALL PLANTING

PEONIES

(Standard 3 to 5-eye divisions from young plants.) Per Per

	10	100
Alexandre Dumas (7.1) Pink. Good cutting variety.....	\$3.00	\$25.00
Baroness Schroeder. (9.0) Flesh-white. Very large. Midseason.....	4.50	40.00
Duchesse d'Orleans. (6.1) Deep pink. Good cut flower. Late..	3.00	25.00
Eduis Superba. (7.6) Bright old-rose-pink. Double. Very early	3.50	30.00
Festiva Maxima. (9.3) White, crimson flecks. Large, double.		
Early	4.00	35.00
Floral Treasure. (7.5) Clear pink. Large. Midseason to late....	3.00	25.00
Fontenelle. Deep red. Large. Midseason.....	4.50	40.00
Fragrans. (5.8) Deep pink. Medium. Late midseason.....	3.00	25.00
Frances Willard. (9.1) Pure white. Large. Late midseason.....	5.00	45.00
Karl Rosenfield. (8.8) Crimson. Tall, double. Midseason.....	4.20	38.00
L'Esperance. Bright-pink. Medium. Early midseason.....	3.00	25.00
Marie Lemoine. (8.5) Pure white. Large. Late.....	4.00	35.00
Mary Brand. (8.7) Dark, clear crimson. Large. Midseason.....	4.50	40.00
Mme. de Verneville. (7.9) White, crimson marks. Double. Early	4.00	35.00
Mme. Calot. (8.1) Flesh-pink. Large, double. Early.....	3.00	25.00
Mons. Jules Elie. (9.2) Light rose-pink. Large, double. Early....	5.00	45.00
Richard Carvel. (8.8) Bright crimson. Double, large. Early....	4.50	40.00
Sarah Bernhardt. (9.0) Dark rose-pink. Large, double. Late....	4.50	40.00
Mixed Colors	2.50	20.00

HEMEROCALLIS (Day Lilies)

	Per 10	Per 100
Florham. Soft yellow. Sweet scented.....	\$1.20	\$10.00
Gold Dust. Bright yellow, reverse petals brown.....	1.80	15.00
Kwanso Floreplena. Rich bright orange. Double petaled.....	1.40	12.00
Margaret Perry. Orange-scarlet. July and August.....	1.80	15.00
Middendorff. Rich orange-yellow.....	1.20	10.00
Mikado. Rich orange. Large. June and July.....	1.80	15.00
Mrs. W. H. Wyman. Soft yellow. July and August.....	2.50	20.00
Ophir. Golden-yellow. July and August.....	1.80	15.00
Sovereign. Soft chrome-yellow.....	1.20	10.00
Thunbergi. Buttercup-yellow. Sweet scented.....	1.80	15.00

JAPANESE IRIS (Iris Kaempferi)

	Per 10	Per 100
Ben Chadai. Very dark mahogany-purple. Double.....	\$2.10	\$18.00
Catherine Perry. Blue, with purple glow. Double.....	2.10	18.00
Data Dagu. Rich claret-red. Single.....	2.40	20.00
Gold Bound. Pure white, gold-banded center. Double.....	2.10	18.00
Kagari-Bi. Chinese-red, lighter veins.....	1.80	15.00
Koko-No-Iro. Dark blue, rich violet-purple.....	2.10	18.00
Mahogany. Velvety mahogany-red. Large double flowers.....	2.40	20.00
Momyi-No-Taki. Dark ruby with gold center. Six petals.....	2.10	18.00
Mrs. Geo. Stumpp. White, lavender veined. Giant.....	2.10	18.00
Norma. Lavender-pink, yellow center. Double.....	2.10	18.00
Patrocle. Superb dark violet, single.....	1.80	15.00
Pluton. Mahogany-red. Single.....	2.40	20.00
Purple and Gold. Violet-purple, golden throat. Double.....	2.10	18.00
Rose Anna. Ivory-white, ruby-red veins. Large double.....	2.10	18.00
Seacrest. Frosty white, blue center.....	2.10	18.00
Mixed Colors	1.40	12.00

THE WILLIS NURSERY CO.

"Your Wholesale Nurserymen"

OTTAWA, KANSAS

ing will be found in lists, where it is usually called *S. stelleriana* or *S. stellariana*. It is the dwarfest of the three mentioned, its mossy foliage (not in the sense that the dactyloides section is called mossies, however) hugging the ground. It is the most densely cespitose of the aspera group that I have seen, growing in the tightest possible tufts. The foliage alone is sufficient reward for its culture.

The culture of these three saxifrages is not easy in the middle west. They did best here in an acid soil on a northern exposure where they were shielded from the hot sun. They need more moisture than this climate ordinarily provides. *S. cherleroides* requiring the most. All would no doubt do well in a wet moraine. They can be handled in a lath-shaded frame in the nursery, using a gritty soil. They grow readily from cuttings.

Two Mossy Saxifrages.

Of the mossies, *S. caespitosa* is found in some form throughout most high places, including those of latitude as well as altitude, in northern Asia, northern Europe and northern North America. The confusion which exists in naming the plants just discussed is peaceful bliss compared to the pandemonium reigning among the mossies, including *S. decipiens*, *S. hypnoides* and *S. moschata*, as well as *S. caespitosa*. Good advice to an interested grower is, I think, to grow as many from seeds as one has time and room for, selecting the best ones and growing them from cuttings, regardless of names.

S. caespitosa is one of the true mossies and, with *S. decipiens*, is numbered among the easiest of this class. In this section of the country these saxifrages thrive best in part shade, as on the north side of a rock, a north wall or in the shade of an open-headed tree, but not where they are exposed to overhead drip. They want a well drained soil and some watering during dry weather. Names are of so little consequence that none, except the ones used before to identify the group, will be mentioned.

Boraphylla Saxifrages.

America is especially rich in species of the boraphylla section, which includes *S. leucanthemifolia*, *S. micranthidifolia*, *S. punctata*, *S. mertensiana*, *S. pennsylvanica*, *S. tennesseensis* and *S. virginensis*. All have garden value for seekers after the unusual. Species of this section are characterized by basal rosettes of leaves, usually thick, and flowers in spikes or sprays. All that I have seen have white or whitish flowers, although the stamens of some

[Continued on page 56.]

HOLLAND BULBS—ORDER NOW

QUANTITY DISCOUNTS

These QUANTITY DISCOUNTS are in addition to Cash Discounts shown below.

If your order totals \$ 100.00, deduct 2%
If your order totals 250.00, deduct 5%
If your order totals 500.00, deduct 7%
If your order totals 1000.00, deduct 10%

DARWIN TULIPS

Prices per 1000

	12 cm. 11 to and up 12 cm.	
AFTERGLOW, orange, shaded pink and salmon.....	\$50.00	\$40.00
All Bright, bright red.....	40.00	30.00
Allard Pierson, crimson-maroon.....	40.00	30.00
Aristocrat, soft purplish violet rose.....	50.00	40.00
Bartigon, cochineal-red.....	40.00	30.00
Bartigon Max., imp. Bartigon.....	40.00	30.00
Campfire, blood-red sport of Bartigon.....	40.00	30.00
Charles Needham, vermilion-scarlet.....	50.00	40.00
City of Haarlem, large, deep red.....	50.00	40.00
Clara Butt, salmon-pink.....	50.00	40.00
Cordell Hull, red, feathered white.....	40.00	30.00
Demeter, deep violet-blue, large flower.....	50.00	40.00
Eclipse, chestnut-red, large.....	50.00	40.00
Farncombe Sanders, bright red.....	47.50	37.50
Giant, purple-violet, large flower.....	50.00	40.00
Golden Age, golden-yellow, flushed orange.....	47.50	37.50
Insurpassable, beautiful lilac.....	50.00	40.00
Margeaux, deep wine-red.....	50.00	40.00
Niphetos, soft sulphur-yellow.....	47.50	37.50
Philip Snowden, carmine-rose.....	40.00	30.00
Pride of Haarlem, carmine-rose, large.....	47.50	37.50
Pride of Zwanenburg, bright rose, large.....	50.00	40.00
Princess Elizabeth, lilac-rose.....	47.50	37.50
Prof. Rauwenhof, cochineal-red.....	47.50	37.50
Prunus, salmon-pink, Bartigon sport.....	40.00	30.00
Queen of the Night, deep velvet maroon.....	50.00	40.00
Red Pitt, bright red, sport of Wm. Pitt.....	50.00	40.00
Rose Copland, lilac-rose.....	40.00	30.00
Scotch Lassie, deep lavender.....	50.00	40.00
The Bishop, purple-violet.....	50.00	40.00
Victory (Victoire d'Oliviera), deep crimson.....	40.00	30.00
William Copland, bright lav.....	40.00	30.00
William Pitt, Cochineal-red.....	47.50	37.50
Yellow Giant, golden-yellow.....	47.50	37.50
Zwanenburg, pure white.....	50.00	40.00
Rainbow Mixture.....	40.00	30.00

HYACINTHS

Per 1000

14 to 15 cm.....	\$ 55.00
15 to 16 cm.....	65.00
16 to 17 cm.....	75.00
17 to 18 cm.....	90.00
18 to 19 cm.....	110.00
19 cm. up.....	150.00

CROCUSES

PURPLE, WHITE, YELLOW, BLUE, STRIPED, MIXED

Prices per 1000

8 to 9 cm.....	\$15.00
9 to 10 cm.....	17.50
10 cm. and up.....	22.50

MISCELLANEOUS BULBS

Prices per 1000

Muscari Armeniacum (Grape Hyacinth), blue.....	\$20.00
Scilla Campanulata, blue, rose or white.....	22.50
Scilla Sibirica, sky-blue.....	22.50
Chionodoxa Luciliae, lilac-blue.....	20.00
Eranthis Hymenalis, golden yellow.....	20.00
Fritillaria Imperialis (Crown Imperial).....	30.00
Fritillaria Meleagris (Guinea Hen Flower).....	30.00
Galanthus Nivalis Simplex (Single Snowdrop).....	35.00
Galanthus Nivalis Plenus (Double Snowdrop).....	40.00

NARCISSI

Prices per 1000

	D.N.	D.N.
	No. 1	No. 2
Carlton (Incom.), yellow, frilled cup.....	\$65.00	\$50.00
Cherfulness (Poetaz), double white.....	65.00	50.00
Early Perfection (Poetaz), white, yellow cup.....	65.00	50.00
Fireball (Barri), white perianth, red cup.....	65.00	50.00
Geranum (Poetaz), white perianth, orange-red cup.....	65.00	50.00
Golden Harvest (Trumpet), golden-yellow, large.....	95.00	75.00
Havelock (Incom.), yellow perianth and cup.....	65.00	50.00
Indescombe (Double), soft canary-yellow.....	85.00	65.00
King Alfred (Trumpet), golden-yellow.....	85.00	65.00
La Fiancee (Poetaz), white perianth, orange cup.....	65.00	50.00
Laurens Koster (Poetaz), white, orange cup.....	65.00	50.00
Magnificence (Trumpet), deep yellow.....	85.00	65.00

PACKING: Tulips are packed 100 or 250 per bag; Hyacinths 50 or 100 per bag; Crocus, Miscellaneous and Narcissus, 100 or 250 per bag. TERMS: Less 2%, 10 days; 30 days net—if credit is established. Cash with order earns 3% discount. NO CHARGES FOR CASES OR PACKING. F.O.B. New York, Detroit or Chicago. Minimum Orders: \$50.00.

EXCLUSIVELY
WHOLESALE

GROWERS EXCHANGE, Inc.

HORTICULTURAL DISTRIBUTORS

P.O. Box 35, Brightmoor Station. DETROIT 23, MICH.
Telephone: LIVONIA 3331

IMPORTERS-EXPORTERS
CARLOT DISTRIBUTORS

MENDEL TULIPS

Prices per 1000

	12 cm. 11 to and up 12 cm.	
Fridtof Nansen, scarlet.....	\$40.00	\$30.00
Her Grace, lilac-rose, white base, large.....	40.00	30.00
Kreling's Triumph, deep crimson-red.....	40.00	30.00
Van der Eerden, wine-red.....	40.00	30.00
Weber, white, edged lilac-rose.....	40.00	30.00

SINGLE EARLY TULIPS

Couleur Cardinal, deep, glowing scarlet.....	50.00	40.00
General de Wet, large, bright orange.....	42.00	32.00
Ibis, deep pink, white markings.....	50.00	40.00
Kelzskroon, red with yellow margin.....	50.00	40.00
Olympiade, extra fine yellow.....	42.00	32.00
Prince of Austria, orange-red, sweet-scented.....	42.00	32.00
Sunburst, yellow, flushed red.....	50.00	40.00

DOUBLE EARLY TULIPS

White Hawk, pure white.....	42.00	32.00
Electra, wine-red.....	50.00	40.00
Maréchal Niel, yellow, flushed salmon.....	50.00	40.00
Mr. Van der Hoef, pure yellow.....	50.00	40.00
Murillo, white, flushed pink.....	50.00	40.00
Orange Nassau, orange-scarlet.....	50.00	40.00
Peach Blossom, deep pink.....	50.00	40.00
Schoonoord, pure white.....	50.00	40.00
Triumphator, deep rose.....	50.00	40.00
Vuurbaak, deep red.....	50.00	40.00

DOUBLE LATE TULIPS

Bonanza, carmine-red, edged yellow.....	60.00	50.00
Cora, carmine-red, tipped white.....	50.00	40.00
Eros, old rose.....	50.00	40.00
Mount Tacoma, pure white.....	65.00	55.00
Symphonia, carmine.....	65.00	55.00

PARROT TULIPS

Blue Parrot, steel-blue, flushed violet.....	50.00	40.00
Fantasy, salmon-pink, green markings.....	55.00	45.00
Orange Favorite, orange, streaked green.....	65.00	55.00
Red Champion, red, flushed scarlet.....	90.00	80.00
Sunshine, golden-yellow.....	95.00	85.00
Theresa, cochineal-red.....	90.00	80.00
Violet Queen, bluish-violet.....	65.00	55.00

BOTANICAL (SPECIES) TULIPS

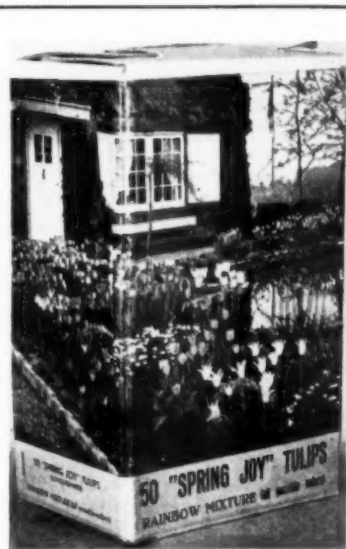
	Prices per 1000
TOP SIZE	
Eichleri, scarlet and greenish-bronze.....	\$50.00
Fosteriana "Red Emperor", scarlet, very large and early.....	60.00
Marjoletti, pale yellow, rosy edge.....	55.00
Pracastans "Fusilier", vermilion-orange, 2 to 3 flowers per stem.....	55.00

Imported
Holland Bulbs
Colorfully Packaged

TULIPS
HYACINTHS
CROCUSES
NARCISSI

Packed 12, 48 and
50 per carton.

Send for
descriptive
circular today.



Quarantine Activities of the Year

By R. P. White, Chairman, and A. F. Meehan, Advisor

The past fiscal year's activities in the quarantine field have covered all three areas—international, federal and state. The following report briefs these activities.

International.

New regulations under quarantine 37 became fully effective January 1, 1949. Certain prohibitory regulations became effective September 1, 1948. Many plants from several countries are now prohibited entry due to the presence of plant disease or insect pests in those countries. Many additional species of plants can be imported only if the importer agrees to grow them under postentry quarantine until released by the government. Other regulations relating to size and age limitations have further limited importations and reduced the pest risk involved. Spring 1949 imports are reported to be about ten per cent of spring 1948 volume.

Soon after the effective date of these regulations, a proposal was announced to relax materially the size-age limitations of regulation 18. The proposals were opposed by your committee on the basis of increased pest risk. The National Plant Board approved the proposals. The original proposals were accepted finally only in so far as they related to rhododendrons, azaleas and other slow-growing items of similar nature. The age limit for these plants produced from grafts was increased from 2 years to 3 years; when produced by layering, the age limit was reduced from 2 years to one year after severance.

These regulations are not fixed at the present time, and both the Dutch and British governments have made official protests about the stringency of the regulations. The A. A. N. is in constant communication with the bureau about many details of those regulations that still need correction and clarification.

The list of approved packing materials for nursery stock and other imports was revised during the year. The A. A. N. protested against the wisdom of certain materials tentatively approved; those were eliminated from the list formally approved and issued.

A serious situation was uncovered

Report of the quarantine committee presented at the convention of the American Association of Nurserymen, at San Francisco, July 18, prepared by R. P. White, chairman, and A. F. Meehan, chief advisor.

in our horticultural relations with Canada. It was found that Canadian authorities permitted the unlimited importation of B&B stock from Europe and other foreign countries with inspection only in the exposed tops of the plants. It has long been considered in the United States that soil was one of the most dangerous vehicles for the importation of plant pests. The majority of this imported stock comes to rest in Ontario, just across the border. Our interest in this situation has been transmitted to the Canadian authorities, and it is also the subject of discussion between the United States Department of Agriculture and the Dominion department of agriculture.

Domestic.

The black stem rust quarantine revision, which has been in the making for over a year, was eventually issued effective May 1, 1949. The protection to the wheat-growing areas of the country is extended to the entire United States. Interstate movement anywhere in the continental United

States is now prohibited of all species and horticultural varieties and hybrids of barberry, mahonia and mahoberberis which are not known to be resistant to black stem rust. Permits are required for interstate movement of these species and varieties designated as rust-resistant. The movement of seeds and fruit of all species is prohibited into those states, nineteen in number, in which rust-susceptible plants are being eradicated, but fruit and seeds of rust-resistant plants produced in these nineteen states may be moved under permit from or between such states. Plants of rust-resistant species and varieties, 2 years old or older, may move under certificate to any state.

Labeling and certification problems immediately arose in regard to completion of 1949 shipments after May

TAXUS

Quality stock with J. B. certificate; in carload or truck-load lots.

TAXUS capitata, 2½ to 7 ft.

TAXUS cuspidata,
1½ to 3½ ft.

TAXUS nana and
intermedia, 1 to 3 ft.

TAXUS hicksi and **hatfieldi**,
2 to 5 ft.

Also

TAXUS liners, 3 to 4 yrs.,
1 to 2 ft.

BULK'S NURSERIES, Inc.
Babylon, L. I., N. Y.

A General Line of
**FRUIT and ORNAMENTAL
TREES and PLANTS**

BUNTINGS' NURSERIES, Inc.
Box 3 SELBYVILLE, DEL.

FINISHED STOCK FOR FALL 1949

25 at 100 rate

AZALEA MOLLIS

100 rate each

12 to 15 ins., B&B. \$1.25
15 to 18 ins., B&B. 1.50

HEMLOCK

18 to 24 ins., B&B. 2.00
2 to 3 ft., B&B. 2.75
3 to 4 ft., B&B. 3.75

RHODODENDRON HYBRIDS

12 to 15 ins., B&B. 1.65
15 to 18 ins., B&B. 2.50

TAXUS CAPITATA

1½ to 2 ft., B&B. 2.50
2 to 2½ ft., B&B. 3.00
2½ to 3 ft., B&B. 4.00

TAXUS CUSPIDATA

15 to 18 ins., B&B. 2.25

THUJA OCCIDENTALIS

2 to 3 ft., B&B. 2.00
3 to 4 ft., B&B. 2.75

Terms: Cash with order.

PALLACK BROS. NURSERIES, Inc.

(On Highway 19, 31 mi. north of
Pittsburgh, Pa.)

R.F.D. 1 HARMONY, PA.

Phone: Zelienople 476-J 21



QUICK SELLER FOR PROFIT



SPECIAL
For Fall and Spring Delivery
REGAL LILIES
Grown Exclusively for us
REDUCED PRICES

F.O.B. CHICAGO or NEW YORK

	Per 1000		Per 1000
4 to 5 ins.....	\$ 45.00	8 to 9 ins.....	\$130.00
5 to 6 ins.....	60.00	9 to 10 ins.....	175.00
6 to 7 ins.....	75.00	10 to 11 ins.....	240.00
7 to 8 ins.....	100.00	11 to 12 ins.....	325.00

WRITE FOR QUANTITY PRICES

(Prices subject to change.)

WE CARRY A COMPLETE LINE OF BULBS

- For your planting.
- For your catalog list.
- For your counter trade.
- For your agency line.

TULIPS — HYACINTHS — NARCISSI — CROCUSES — LILIES — IRISES
GLADIOLI — BEGONIAS — CALADIUMS — TUBEROSES — GLOXINIAS
CANNAS — ANEMONES — RANUNCULI — AMARYLLISES — FREESIAS

AMERICAN BULB CO.

1335 W. RANDOLPH ST.
CHICAGO 7, ILL.

31 W. 27th ST.
NEW YORK 1, N. Y.

SAFE! For Summer Planting

Immediate Shipment

OUR FALL PRICES WILL BE HIGHER
BUY NOW AND SAVE

ROOTED CUTTINGS—Transplanted in sand and peat moss. Excellent roots, strong tops. \$6.50 per 100, \$60.00 per 1000. 300 takes 1000 rate.

Ilex cr. latifolia
Taxus cuspidata
Taxus cusp. brevifolia
Taxus cusp. intermedia
Taxus cusp. Vermeulen

Taxus media hatfieldi
Taxus media hicksi
Taxus media kelseyi
Thuja occ. globosa novum (350)
Thuja occ. pyramidalis (900)

Each	Each
25 to	300
299	and up

POTTED STOCK—Well established.

<i>Acer pal. Burgundy</i> lace, gr., 2 1/4-in. pot.....	\$1.00	
<i>Hamamelis mollis</i> , red, gr., 2 1/4-in. pot.....	.45	
<i>Hamamelis mollis</i> , red, 1-yr. gr., 3-in. pot.....	.60	
<i>Hamamelis jap.</i> , red, gr., 2 1/4-in. pot.....	.45	
<i>Hamamelis jap.</i> , red, 1-yr. gr., 3-in. pot.....	.60	
<i>Hamamelis jap.</i> , yellow, 1-yr. gr., 3-in. pot.....	.60	
<i>Ilex crenata latifolia</i> , 1-yr., 2 1/4-in. pot, 8 to 10 ins.....	.15	
<i>Ilex crenata latifolia</i> , 2-yr., 3-in. pot, 10 to 15 ins.....	.20	
<i>Ilex opaca pyramidalis</i> , hardy, berry-bearing type, 2 1/4-in. pot.....	.25	
<i>Taxus cusp. capitata</i> , 1-yr., 2 1/4-in. pot, 8 to 10 ins.....	.18	\$0.15
<i>Taxus cusp. capitata</i> , 1-yr., 2 1/4-in. pot, 10 to 12 ins.....	.20	.17

TRANSPLANTS—Heeled in, safe to handle.

<i>Ret. plumosa</i> , r/c, 6 to 8 ins.....	.06	
<i>Ret. plumosa</i> , 3-yr., XX, 10 to 15 ins.....	.20	
<i>Ret. plumosa aurea</i> , r/c, 6 to 8 ins.....	.06	.05
<i>Ret. plumosa aurea</i> , 3-yr., XX, 8 to 12 ins.....	.20	
<i>Taxus cuspidata</i> , 2-yr., XX, 6 to 8 ins.....	.14	.13
<i>Taxus cusp. brevifolia</i> , 1-yr., X, 6 to 8 ins.....	.10	
<i>Taxus cusp. Vermeulen</i> , 1-yr., X, 8 to 10 ins.....	.15	
<i>Taxus cusp. Vermeulen</i> , 2-yr., XX, 8 to 10 ins.....	.20	
<i>Taxus cusp. Vermeulen</i> , 2-yr., XX, 10 to 12 ins.....	.22	
<i>Taxus cusp. Vermeulen</i> , 3-yr., XX, 10 to 12 ins.....	.25	
<i>Taxus media</i> , 2-yr., XX, 6 to 10 ins.....	.11	.10
<i>Taxus media hicksi</i> , 1-yr., X, 6 to 8 ins.....	.10	.09 1/2

NEW, TALL, NARROW, HARDY TYPES—Many uses, beautiful to see. Ask for descriptive list.

Taxus media grandifolia—bigleaf yew (no cuttings)
Taxus media pilaris—pillar yew
Taxus media pyramidalis—pyramid yew
Taxus media robusta—obelisk yew
Taxus media stricta—narrowbush yew
Taxus media veridis—grass-green yew

Each	Each
25 to	100
99	and up

r/c transplanted in sand and peat.....	.10	.08
1-yr., 2 1/4-in. pot.....	.18	.15
3-yr., XX, 9 to 12 ins.....	.50	.35
3-yr., XX, 12 to 15 ins.....	.65	.50

TERMS: Cash with order or 50% cash with remainder C.O.D. Packing at cost on all orders.

JOHN VERMEULEN & SON, Inc.

WESTBURY, L. I., N. Y.

Propagators of quality lining-out stock since 1921



BALLED and BURLAPPED EVERGREENS

Our sources of B&B Evergreens are among the best. Let us quote your requirements for Fall 1949—Spring 1950 Season.

Over 20 years of service to the Wholesale Nursery Trade.

See our ad on pages 44 and 45 of the July 15 issue.

E. D. Robinson Sales Agency

Wallingford, Connecticut

"A friendly, efficient service."

1, and the use of additional tags for subsequent years. These have been satisfactorily settled after conference with bureau officials. A list of species and horticultural varieties designated as rust-resistant has been released.

Several items have been exempted from certification under the gypsy moth and brown tail moth quarantine, No. 45, and the regulated area has been extended. Cuttings of several items of nursery stock and strawberry plants from the regulated area formerly required special certification. Effective July 19, 1948, this requirement was revoked. Excellent eradication results continue to be obtained from airplane dusting with DDT in very light applications.

Quarantine 48, regulating the interstate movement of nursery stock and other items on account of the Japanese beetle, underwent its annual overhaul for the purpose of slightly extending the regulated territory. Continual experimentation on the use of various new soil insecticides has resulted in the addition of chlordane to DDT and other chemicals for use as a soil fumigant for the control of Japanese beetle grubs and for the certification for interstate shipment.

The white-fringed beetle quarantine, No. 72, has also undergone a revision, effective March 17, 1949, for the main purpose of bringing the state of Tennessee under the quarantine. The only place in the state where the beetle has been found is in the city of Memphis, and the entire city is now under regulations. A well established infestation was found there in 1948. Other states under quarantine, a portion of each of which is infested, are Alabama, Florida, Georgia, Louisiana, Mississippi and North Carolina.

State.

Only two matters of interstate quarantines have come up for consideration during the year.

The golden nematode is a soil-infesting nematode attacking potatoes and tomatoes. It is established in an area of some extent on Long Island, but no nurseries are involved and no danger therefore exists in transporting this pest with nursery stock. State regulations have been promulgated prohibiting the growing of the two susceptible hosts on infested soils, in the hope that the pest may be confined to its present limits. Due to the potential danger to nursery stock distribution, the A. A. N. has been active during the year in securing the needed federal legislation. If New York state is successful in con-

"Get to Know LEGHORN'S for Your Quality Evergreens"

We are offering some fine Yews for Fall and Spring delivery, both in liners and landscape sizes. We are very short on the larger size yews, so would advise ordering early to cover your requirements. Write for our new price list.

LEGHORN'S EVERGREEN NURSERIES

GEER STREET

CROMWELL, CONN.

fining the nematode to its present limits, no domestic interstate quarantine will be necessary.

The other item of interstate regulation pertains to the root-knot nematode, a pest attacking hundreds of plants and generally distributed in every state. It is a pest of more serious importance in the southern states than in northern states. A situation has arisen under which regulations imposed on interstate shipments of nursery stock are more strictly enforced than on outgoing shipments in certain instances. In the belief that intrastate regulations should be comparable to those imposed upon interstate movements, the matter has been taken up with the National Plant Board with a request for investigation, which we hope may eventually set up a system of tolerances which will be acceptable to all states.

TWO large display windows, two large glass doors and a front finished in glass block give the recently remodeled nursery of Stanley Florist, 2102 Ferndale avenue, Petersburg, Va., a modern look. The one-story building houses a display room, nursery and workroom. Owned and operated by F. B. Stanley, the firm also has an office at 108 North Sycamore street, Petersburg.



PRINCETON PRODUCTS ARE QUALITY PRODUCTS

We Offer in Quantity

SHADE AND ORNAMENTAL TREES
JAPANESE MAPLES
MAGNOLIAS
HEDGE PLANTS
EVERGREENS
VINES
GROUND COVERS
AZALEAS
BROAD-LEAVED EVERGREENS
SHRUBS
ILEX in assortment
FRUIT TREES

Our list is large and covers many unusual and hard-to-find items. Send us your want list.

PRINCETON NURSERIES

Phone: Princeton 1776 PRINCETON, N. J.

J & P

EVERGREENS
SHADE TREES

SHRUBS, VINES
HEDGE PLANTS, etc.

In good assortment.

Jackson & Perkins Co.
NEWARK, NEW YORK STATE

Legislation and National Affairs

By *Kenneth B. Law, Chairman*

The past year has been the heaviest in a legislative way that the A. A. N. has experienced for many years. With Congress still in session and many of the legislative matters of interest to the nursery trade still undecided at the time this report is being written, we can only report what has transpired to date and the A. A. N. action on several of the legislative items.

Golden Nematode.

The A. A. N. supported the Ives bill, S-2137, relating to the suppression of the golden nematode, in the closing days of the Eightieth Congress. This bill authorized federal assistance to the state of New York in the control of this nematode, which will pose a real threat to the distribution of B&B nursery stock if it should ever become established in nursery soils. It became law in July, 1948. This soil-inhabiting nematode, which infests only potatoes and tomatoes as far as is known, is not now present in any nursery soils and is limited in its distribution to a relatively small area on Long Island. The A. A. N. support of the Ives bill was given in order to prevent further distribution of the pest by initiating suppression measures, which if successful will then avoid interstate quarantines and their attendant disruption of trade.

Harwood Case and MC-C-968.

As a result of the decision of the Interstate Commerce Commission in the Harwood case, which held that spinach, just because it was washed and packaged, was no longer an agricultural commodity, the whole question of what constitutes an agricultural commodity was reargued before a trial examiner of the Interstate Commerce Commission.

Nursery stock is considered by the I. C. C. bureau of motor carriers as not being an agricultural commodity. Consequently, trucks hauling nursery stock for compensation are not within the exemption granted to trucks when hauling agricultural commodities. The secretary appeared before the trial examiner with testimony to prove that nursery stock is an agricultural commodity and is not

a manufactured article. Hearings lasted for two weeks at Washington in December, 1948, and were reopened at Atlanta, Ga., in January, 1949, and final briefs and arguments in the case were submitted on May 4, 1949. No decision is expected until fall of 1949. If not favorable to the many agricultural interests involved in the matter, it can be predicted with certainty that the matter will go to the courts, and probably clarifying amendments to title II of the Interstate Commerce Commission act known as the bureau of motor carriers act will be introduced in Congress.

Wage-Hour Amendments.

The original amendments to the wage-hour bill proposed in the House

and Senate would have covered all employees in agriculture working for concerns with more than four or eight workers respectively. The A. A. N. did not appear before the committee on labor in the House when these amendments were being considered, as it was a foregone conclusion that such a broadening of coverage would never be accepted by the House. The conclusion was proved correct.

Proposals to increase the statutory minimum wage from 40 cents to 75 cents per hour are also pending. It is predicted that if any action is taken on amending the wage-hour law in

**WE WANT TO
BUY
SHADE TREE WHIPS
AND ALL VARIETIES
OF
LINING - OUT STOCK.**

Send us your price list.

**THOMAS B. MEEHAN CO., Inc.
DRESHER, PA.**

**QUALITY MERCHANDISE
AT REASONABLE PRICES**

**C. L. VANDERBROOK & SON
MANCHESTER, CONN.**

Wholesale Nurserymen Since 1922

**ORNAMENTAL
EVERGREENS**

Trees & Shrubs

BAGATELLE NURSERY

P. O. Huntington Station, N. Y.

BURR

Leading wholesale source for
Nursery Stock

Send us your Want List.

**C. R. BURR & CO., INC.
Manchester, Conn.**

**EVERGREENS
Seedlings and Transplants**

Fall, 1949

Write for price list.

**SUNCREST EVERGREEN NURSERIES
JOHNSTOWN, PA.**

ENGLISH BOXWOOD HEDGE

Have about 475 feet English boxwood hedge, in good condition, averaging a good 4½ feet in height. Also, four good English boxwood trees about five feet in height.

If interested, quote price or make appointment for inspection.

**H. C. JEFFERSON
RAINCLIFFE FARM
SYKESVILLE, MARYLAND**

**HEMLOCK
Rhododendron — Kalmia
Azalea**

**CURTIS NURSERIES
CALLICOON, N. Y.**

Report of the legislative and national affairs committee presented at the convention of the American Association of Nurserymen, at San Francisco, July 18, prepared by Ken Law, chairman.

WHEN IN NEED OF UNUSUAL PLANTS CONSULT US

Over 50 Years of Producing High-quality Plants for the Trade.

We are now booking orders for Fall, 1949, and Spring, 1950.

PERENNIALS

In leading varieties, such as:

Double Gypsophila

Helleborus niger, pot-grown

ROSES

Climbers in variety

Floribundas—Polyanthas

Hybrid Teas

Hybrid Perpetuals

Hybrid Rugosas, many varieties

Old-fashioned Roses

Tree Roses, on Rugosa stems

EVERGREENS - SHRUBS - VINES

Ampelopsis Lowi

Azaleas, Hardy

Caryopteris Clandonensis

Cotoneaster Horizontalis

Euonymus Coloratus

Hedera Helix

Kerria Japonica

Lonicera Henryi

Neillia Sinensis

Pieris Japonica

Rhododendron Hybrids

Taxus Cuspidata

Taxus Cusp. Capitata

Wistaria

PLAN TO VISIT OUR HOME NURSERY AT EAST RUTHERFORD,
or our Branch Nursery at Smithburg, N. J. (6 miles southwest of Freehold, N. J.)

BOBBINK & ATKINS — 588 Paterson Ave., EAST RUTHERFORD, N. J.

this session of Congress, it will be limited to the question of increasing the minimum wage.

Social Security.

At the direction of the executive committee, a referendum was taken of the members of the A. A. N. for the purpose of determining whether or not the A. A. N. would support or oppose the extension of coverage of the old age benefits and unemployment tax laws to agricultural workers. In this poll 182 votes were cast in favor of extension of coverage of the old age benefits to agricultural workers, with 84 votes opposed. In favor of extension of coverage of the unemployment insurance law, 115 votes were cast if the law was also amended at the same time to cover employers of one or more persons; an additional 43 votes were cast in favor of extending this coverage as the law is now written covering employers of eight or more persons. In opposition to any extension of coverage, 127 votes were cast.

Fifty-five firms believed we should take no stand either for or against extension of coverage of either law.

On a basis of this poll, the secretary appeared before the ways and means committee of the House, supporting H. R. 2893 in so far as its

GUARANTEED LINING-OUT STOCK—FALL, 1949

	Per 1000
Banks Pine, 3-yr. transplants (2-1), 5 to 10 ins.	\$30.00
Mugho Pine, 4-yr. transplants (2-2), 4 to 8 ins.	50.00
Scotch Pine, 3-yr. transplants (2-1), 4 to 8 ins.	45.00
Black Hill Spruce, 5-yr. transplants (3-2), 4 to 8 ins.	60.00
Norway Spruce, 3-yr. transplants (2-1), 3 to 5 ins.	35.00
Norway Spruce, 4-yr. transplants (2-2), 4 to 8 ins.	65.00
White Spruce, 3-yr. transplants (2-1), 3 to 6 ins.	40.00
White Spruce, 4-yr. transplants (2-2), 4 to 10 ins.	50.00

Terms: Cash with order, or 50% with order and balance C.O.D.

OUR GUARANTEE

Ninety per cent of all transplants sold at regular wholesale prices, as quoted in this list, are guaranteed to live. Replacements will be made free of charge for any losses in excess of 10 per cent of the number purchased, provided we are notified of such losses by October 1, 1950.

Several other varieties available. Send for complete list of stock.

WESTERN MAINE FOREST NURSERY CO., DEPT. AN-89 Fryeburg, Maine

MAXWELL, BOWDEN & RICE

Incorporated

Wholesale Nurseries

GENEVA, NEW YORK

Phone 2974

TAXUS MEDIA HALLORAN

The past winter proved this variety to be very well adapted for the middle western climate. We have 1, 2 and 3-year liners to offer.

VERKADE'S NURSERIES

NEW LONDON, CONN.

NORTHERN-GROWN LINING-OUT EVERGREENS

Abies balsamea	Per 100	Per 1000
4 to 8 ins.....	\$4.00	\$25.00
8 to 12 ins.....	8.00	60.00
Thuja occidentalis		
3 to 6 ins.....	3.00	20.00
6 to 12 ins.....	5.00	40.00
Tsuga canadensis		
4 to 8 ins.....	4.00	25.00
8 to 12 ins.....	5.00	40.00

All the above stock is first-quality collected seedlings.

NURSERY-GROWN HEMLOCKS

Tsuga canadensis	Per 100	Per 1000
8 to 12 ins.,		
2-yr. transplants..	\$16.00	\$150.00
12 to 15 ins.,		
2-yr. transplants..	25.00
18 to 24 ins.,		
3-yr. transplants..	40.00

Send for complete wholesale list.

ISAAC LANGLEY WILLIAMS
P. O. Box 352 Exeter, New Hampshire

Want to visit a neat, well managed nursery? You will find us on Route 24 — the latch-string is on the outside of the door.

F. & F. NURSERIES

SPRINGFIELD, N. J.

LILACS

French Hybrids and Standards in 30 best cut flower varieties.

1-yr. grafts, \$25.00 per 100; \$200.00 per 1000.

Ask for Descriptive List.

Also list of Taxus and other liners for Fall, 1949, shipment now ready.

DEERFIELD NURSERIES

DEERFIELD STREET, P. O., N. J.

Trees, Evergreens, Shrubs Fruit Trees

Write for Our Wholesale Trade List

W. - T. Smith Corporation
Telephone 2689 GENEVA, N. Y.

POTTED LINERS GRAFTS

(Beetle Certified)

HEASLEY'S NURSERIES
Freeport Rd. BUTLER, PA.

PRIVET and BERBERIS

Splendid Stock

Write for Special Quotations

LESTER C. LOVETT
MILFORD DELAWARE

provisions provided for extension of old age benefits to agricultural workers, but opposed the extension of coverage of the unemployment insurance law to agricultural workers. This bill is still being considered in executive session of the House ways and means committee.

Postal Rate Increases.

Early in the first session of the Eighty-first Congress, proposals were introduced to increase postal rates, in all classes except first class. The A. A. N., following the postal policy statement adopted by the board in 1948, opposed all increases in both third and fourth class rates. The members of the National Mail Order Nurserymen's Association cooperated with the A. A. N. in building up the necessary data to support our testimony that further increases in either or both third and fourth class mail, following the increases of 1948, would work a hardship upon the nursery industry and upon our rural customers, who constitute sixty to seventy per cent of the purchasers through mail order houses.

A proposal was offered by the Railway Express Agency to decrease the maximum weight limit of parcel post packages to eleven pounds to "get the Post Office out of the freight business," as the witness said. Postmaster General Donaldson, at the following meeting of the House committee on post office and civil service, recommended a reduction to twenty-five pounds maximum. The witness representing the nursery industry asked for an increase in weight limit to 100 pounds maximum for the purpose of assisting our rural population, which has no other similar service available to it, due to being located miles from any express service. Hearings in the Senate closed in May, but hearings in the House did not terminate until June 22.

Service Nurseries.

In January it was rumored that the U. S. Army was planning to establish nurseries for the production of ornamental stock to be used in landscaping the national cemeteries. This was confirmed in February, and the matter was immediately taken up with the Department of the Army. Only with strong senatorial and congressional help was this movement stopped. However, it was stopped. The policy was reversed and directives issued to abandon all plans for the establishment of such nurseries.

Forestry Expansion.

Thirty-seven bills were introduced in the House and a lesser number in

COLORADO BLUE SPRUCE

Highest-quality Liners
and Finished Trees

See price list in Classified Section

Mail-order Houses: Ask for price list on small lots prepared for shipment to your customers.

SPECIAL PRICES ON GREEN XXX.
Stock 12 to 48 ins. Specimens, hedge, line, background and mass plantings. Christmas Trees for the best market. B&B, bare roots or cut.

H. W. WEBER

16 SUMMER ST. WESTON 93, MASS.

LINING-OUT STOCK

We invite your inquiries for fall, 1949, and spring, 1950, delivery.

HESS' NURSERIES

Mountain View, N. J.

We Offer—

EVERGREENS — In a large assortment of PYRAMIDAL and GLOBE ARBORVITAE, PFITZER JUNIPER and YEWs in grades at attractive prices. **SOME LARGE SPECIMEN EVERGREENS. SHRUBBERY and SHADE TREES.**

Mail want list for prices.

THE WESTMINSTER NURSERIES
Westminster, Md.

KOSTER NURSERY

Division of Seabrook Farms

Wholesale Nurserymen

BRIDGETON, N. J.

Specializing in the propagation of grafted lining-out stock of all kinds. Write for our new list of lining-out stock.

SHEPARD NURSERIES

Growers and Distributors of

ORNAMENTAL NURSERY STOCK

60 acres growing, Skaneateles, N. Y.

NORTHERN COLLECTED EVERGREENS FERNS

PLANTS

SHRUBS

WILLIAM CROSBY HORSFORD
Charlotte, Vermont

SPECIALS: SUGAR or HARD MAPLES ENGLISH IVY

Broad-leaved Evergreens

Azalea, Abelia, Cotoneaster, Elaeagnus, Euonymus, Hedera helix, Ilex, Jasminum, Laurocerasus, Ligustrum, Nandina, Osmanthus, Pyracantha lalandi and others.

Shade Trees Maples, Oaks.

Your list gladly quoted.
Our 107th year

Experienced, Progressive, Dependable.

**LINDLEY NURSERIES,
Inc.**
Greensboro, N. C.



CHINESE CHESTNUT TREES
Blight-resistant.
TREES—TRANSPLANTS—LINERS
THE GOLD CHESTNUT NURSERY
Cowen, W. Va.

LINERS

Ask for list.

BROUWER'S NURSERIES
Box 25 NEW LONDON, CONN.

the Senate for the purpose of expanding all phases of the Clarke-McNary and Norris-Doxey acts, one of which is the "procurement, production and distribution of forest tree seedlings." This is now done through the federal-state cooperative nurseries known as the Clarke-McNary nurseries, under a federal authorization of \$100,000 per annum. This money must be matched by the states. The proposals before Congress were to increase this authorization to \$2,500,000.

The A. A. N. opposed these bills on two counts, (1) as being in competition with tax-paying commercial nurseries and (2) as being an uneconomical way of producing nursery stock, since commercial prices per thousand trees were considerably lower than the \$38 per thousand that the forest service testified it cost to grow these seedlings (later corrected to \$28). One of these bills, H. R. 2296, has passed the House and is before the committee on agriculture of the Senate, with hearings concluded on June 22.

M. TRUMAN FOSSUM WEDS.

Mrs. Florence McKenzie Urband, San Francisco, Calif., formerly of Ithaca, N. Y., and M. Truman Fossum, Maxbass, N. D., who recently resigned from the department of floriculture, Cornell University, Ithaca, N. Y., were married July 1 at the Church of the Immaculate Conception, Ithaca.

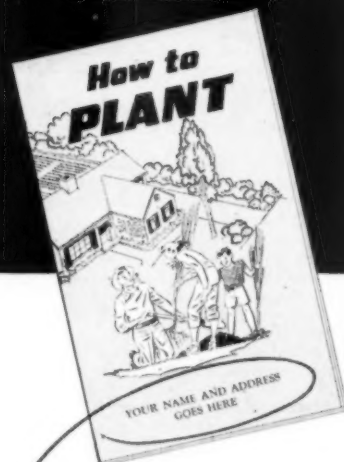
After August 1 the couple will reside at 217 Garces drive, Parkmerced, San Francisco. Mrs. Fossum is secretary-treasurer of the Pacific Coast Coffee Association at San Francisco.

Mr. Fossum, president of the Association of Kew Gardeners in America, studied at the North Dakota School of Forestry, Bottineau; Royal Botanic Gardens, Kew, Surrey, England; New York Botanical Garden, Bronx park, New York, and Cornell, Ohio State and Purdue Universities. He received a B.S. degree in floriculture and ornamental horticulture from Cornell University and an M.S. degree from Ohio State University.

Before returning to Cornell as a research fellow for the New York State Flower Growers, Inc., he was associated with the department of floriculture, University of Maryland, College Park, and with Fred C. Gloeckner & Co., Inc., New York, as technical adviser and seedsman.

PAUL T. TYSINGER is operating Springdale Gardens, 730 Springdale drive, Spartanburg, S. C.

WIN more satisfied customers



with helpful "HOW TO PLANT" BOOKLETS!

SAVE TIME AND MONEY — "How to PLANT" Booklets tell your customers in plain words, with charts and illustrations, how to plant and care for the stock you sell. Avoids mistakes and misunderstandings; builds good will.

COMPLETE AND CONCISE — Answers almost any question your customer will ask on handling, planting and caring for trees, shrubs, evergreens, hedges, bulbs and tubers, roses, bush fruits. Valuable information on pruning, transplanting and insect pests, fertilizing and other planting tips.

MANY EFFECTIVE USES — Attach booklets to trees, plants, shrubs, hand out over-the-counter, or mail with acknowledgment orders. Ideal for employee training. Nurserymen throughout the nation have successfully used "How to PLANT" for over 24 years.

PERSONALIZED — Your name and address appear prominently on the cover of each booklet **AT NO EXTRA COST.**

FREE! SEND FOR YOUR SAMPLE COPY MAIL COUPON TODAY

THE L. W. RAMSEY COMPANY, Dept. N-49,
Davenport, Iowa
Gentlemen:
Please send FREE sample copy of "How to PLANT" Booklet and details as to how I can acquire copies for my customers.

Firm Name _____
Address _____
City _____ State _____
Name (Signed) _____

Coming Events

MEETING CALENDAR.

August 3, New Jersey Association of Nurserymen, Rutgers University, New Brunswick.

August 8 and 9, National Mail Order Nurserymen's Association, Hotel La Salle, Chicago.

August 9 and 10, Oklahoma State Nurserymen's Association, Willow Springs lodge, Lake Texhoma.

August 10, Pennsylvania Nurserymen's Association, B. F. Barr Nurseries, Lancaster.

August 11 and 12, New York State Nurserymen's Association, New York agricultural experiment station, Geneva, and Cornell University, Ithaca.

August 11 and 12, Michigan Association of Nurserymen, Wenonah hotel, Bay City, Mich.

August 11 and 12, Washington State Nurserymen's Association, University of Washington, Seattle.

August 11 and 12, Indiana Association of Nurserymen, Morton Arboretum, Lisle, Ill.

August 18, New England Nurserymen's Association, C. R. Burr & Co., Inc., Manchester, Conn.

August 18, Connecticut Nurserymen's Association, C. R. Burr & Co., Inc., Manchester.

August 19 and 20, West Virginia Nurserymen's Association, Tygart hotel, Elkins.

August 22 to 24, Texas Association of Nurserymen, Driskill hotel, Austin.

August 22 to 26, National Shade Tree Conference, Lord Baltimore hotel, Baltimore, Md.

August 24 to 26, Southern Nurserymen's Association, Hotel Patten, Chattanooga, Tenn.

August 28 to 30, Virginia Nurserymen's Association, Bristol.

August 30 and 31, Ohio Nurserymen's Association, Cole Nursery Co., Painesville.

September 6 to 8, Northern Nut Growers' Association, plant industry station, United States Department of Agriculture, Beltsville, Md.

September 8 and 9, Kansas Association of Nurserymen, Topeka.

September 13 to 15, California Association of Nurserymen, Hotel Miramont, Santa Barbara.

September 15, Western New York Nurserymen's Association, Buffalo Automobile Club, Buffalo.

September 30 to October 2, Texas rose festival, Tyler.

NEW JERSEY PROGRAM.

Demonstrations of spraying, dusting, irrigating and land working equipment and talks on soils and plant pathology are among the features planned for the annual summer meeting of the New Jersey Association of Nurserymen, August 3 at the Log Cabin on the horticultural farm of the college of agriculture, Rutgers University, New Brunswick.

Following registration at 9 a. m., Dr. W. H. Martin, dean of the college of agriculture and director of the New Jersey state agricultural experi-

ment station, will welcome the members. A talk on "Water" by Henry Barksdale, hydrologic geologist, United States Geological Survey, Trenton, will precede a demonstration of land working equipment to be given by Robert H. Rankin, representing Rotary Hoes, Ltd., and William Favier, representing Allis-Chalmers Mfg. Co.

Luncheon will be served at the Log Cabin, and will be followed by demonstrations of dusting, spraying and irrigating equipment by William Favier & Sons, Inc., Somerville; H. F. Bosenberg, New Brunswick, and Bobbink & Atkins, East Rutherford. Also planned for the afternoon session are a lecture by Dr. C. C. Hamilton, department of entomology; a question and answer period on sprays and sprayers, a talk entitled "How

AMERICAN NURSERYMAN

It's Done," by Dr. Spencer H. Davis, Jr., department of plant pathology, and an address on "Soil—According to Hoyle," by Wallace A. Mitchell-tree, department of soils.

MAIL ORDER NURSERYMEN PLAN CHICAGO MEETING.

The annual convention of the National Mail Order Nurserymen's Association, to be held August 8 and 9 at the Hotel La Salle, Chicago, will be called to order by George Rose, Shenandoah, Ia., president, at 9 a. m. Monday, following registration, in the hotel's Lincoln room.

Features of the morning session will include the president's address, the report of the secretary-treasurer, by M. Vaughn Woodard, Neosho, Mo.; a report of the legislative committee on a proposed change in the bylaws and the report of the membership committee. Members who opposed the postal rate increase at

THANK YOU!

We have had a very satisfactory season, and we want to take this opportunity to thank all of our customers for their past business.

We hope that the quality of our stock and our service will warrant a continuance of your patronage.

When in need of Evergreens remember

BROWN DEER NURSERIES

MILWAUKEE 1, WIS.

TAXUS LINERS

20 VARIETIES — SEND FOR LIST

We offer 70,000 taxus in 20 choice varieties, some 1-year and 2-year pots, some twice transplanted. Also a limited quantity of finished taxus. Write for complete wholesale list. Lining out in September has produced good stands for us.

EAGLE CREEK NURSERY CO., Inc.
NEW AUGUSTA, INDIANA

Washington, D. C., will discuss this subject, and various nurserymen will report on business conditions. After the appointment of the nominating committee, Harold Goldstein, Goshen, Ind., chairman, will present the results of investigations by the fact finding committee.

Guest speaker for the special luncheon to be held in the Chicago room will be J. H. Slingerland, Wheaton, Ill., who will speak on "Pricing for Profit in Competitive Markets."

The afternoon session will be devoted to an open discussion on general business, led by President Rose, and to a meeting of the board of directors and all regional vice-presidents.

On Tuesday morning the general business session will be continued, and the meeting will close after the election of officers.

PENNSYLVANIA PROGRAM.

Following registration at 10 a. m. a demonstration of nursery machinery will be the first feature of the annual summer meeting of the Pennsylvania Nurserymen's Association, August 10 at B. F. Barr Nurseries, Lancaster.

A buffet luncheon will be held at the nurseries. The afternoon session will be devoted to a discussion on equipment, addresses by Dr. H. M. J. Klein, historian and civic leader, and other speakers, sports and games and a tour of Wheatland, once the home of President James Buchanan.

After a dinner at the Hotel Brunswick, Lancaster, A. C. Darmstaetter will take members on a trip to the west coast via color films. An address by Robert F. Whiston will conclude the all-day meeting.

MICHIGAN PLANS.

Hosts for the meeting of the Michigan Association of Nurserymen August 11 and 12 at the Wenonah hotel, Bay City, will be the members of the Saginaw Valley Nurserymen's Association. Eliot W. Rice, president; R. W. Steffer, past president, and John Stark, Theodore Laetz and William Schreiner, arrangements committee, have planned the program, which will begin with registration at 10 a. m. Thursday.

While the men visit nurseries in the Saginaw valley in the afternoon, the ladies may visit radio station WBCM or the Bay City Museum or tour the residential section of the city. A banquet will be held that evening in the hotel ballroom followed by entertainment at the Wenonah Beach Casino.

Friday morning Mayor Cedarberg

THE BERRYHILL NURSERY CO.

has **Quality Finished
EVERGREENS**

in **Quantity
JUNIPERS
ARBORVITAE
TAXUS**

also **Evergreen
Liners
and Specialty
Shrubs L Os**
OHIO GROWN

BOX 696 SPRINGFIELD, OHIO

Virginia Seaside Roses

The quality of our Virginia Seaside Roses was clearly proved by many repeat orders this Spring. They will be just as good for Spring, 1950, and our list of varieties is far more complete, including many patented roses. Get in touch with us without fail before placing your rose order.

GOOD TREES SCARCE

Our fruit stock is in beautiful shape, but our supply is not too large. Evergreens and shrubs are not too plentiful, and many varieties are practically off the market. We are anxious to take care of our regular customers and suggest that orders be entered as early as possible.

ILGENFRITZ NURSERIES, Inc.

"THE MONROE NURSERY"

MONROE, MICH.

QUALITY DUTCH AND NATIVE-GROWN BULBS

Write for Wholesale Price List

NEAL BULB CO., 15-18 Ellis Ave. FAIR LAWN, N. J.

HARDENED ROOTED CUTTINGS

for transplanting into beds

Junipers
Arborvitae
Retinosporas

TRANSPLANTED LINERS

ready for the field

Junipers
Arborvitae
Retinosporas

GRAFTS

Junipers
Magnolias
Purple-leaved Beech

★

M. L. CARR'S SONS
YELLOW SPRINGS, OHIO

Northern-grown Stock

Send
for
Price
List.

J. V. BAILEY NURSERIES
St. Paul 6, Minn.

The **CHRYSANTHEMUM**
CATALOG you cannot afford
to be without.

WONDERLAND NURSERIES
Ellerson, Va.

Mountain Laurel (*Kalmia Latifolia*).
Rhododendron Maximum.
Specialty, large plants 5 to 8 ft.
Collected stock.

Price list on request.

J. RICHARD BARRY
White Haven, Pa.

Old English BOXWOOD

(Wholesale Only)

SELLING OUT. Specimens 20 x 16 ins. and
up; also very large specimens. No smaller stock
left. Special discounts on carload or truckload
orders. Prices on request. Inspection invited.

BOXWOOD GARDENS

Mrs. R. P. Royer

High Point, N. C.

will welcome the nurserymen to Bay City, and James I. E. Ilgenfritz, newly elected president of the American Association of Nurserymen, will speak. Walter Coon will report on the A. A. N. convention at San Francisco, and Phelps Vogelsang, Dow Chemical Co., Midland, will tell of his experiments with pelleted seeds. In the afternoon there will be a short session of round-table discussions.

The ladies will tour Dow Garden, Midland, Friday morning, with luncheon either at Midland or Bay City.

WASHINGTON DATES.

Officers of the Washington State Nurserymen's Association and of Washington chapter 28 of the American Association of Nurserymen have extended their invitation to all nurserymen to attend the meetings of these groups August 11 and 12 in room 101, Thomson Hall, University of Washington, Seattle. The program appeared in the preceding issue.

Hotel reservations may be made by writing the secretary of the Washington A. A. N. chapter, Robert E. Tindall, Tindall Nursery, Route 2, Box 100, Bothell, Wash.

NEW YORK STATE MEETING WILL FEATURE TOURS.

The directors of the New York State Nurserymen's Association will meet Wednesday evening, August 10, at Willard Straight Hall, Cornell University, Ithaca, prior to the association's summer meeting, August 11 and 12 at Geneva and Ithaca.

Registration at 9 a. m. Thursday at the departmental greenhouses, Cornell University, will be followed by a tour of the research projects in the university's greenhouse and nursery areas, conducted by Prof. A. M. S. Pridham and Prof. William Snyder, department of ornamental horticulture. New weed control equipment will be shown by Prof. Orval French, head of the department of agricultural engineering, at the agricultural engineering laboratory. Members then will tour the Cornell test gardens and hear talks on "Spraying and Dusting Equipment for Insect Control," by Dr. J. G. Matthyse, department of entomology, Cornell University, and Dr. J. L. Brann, Jr., department of entomology, New York state agricultural experiment station, Geneva. Dr. D. S. Welch and Dr. A. W. Dimock, department of plant pathology, Cornell University, and D. M. Yoder will discuss new developments in disease control.

AMERICAN NURSERYMAN



Growers of a complete
line of deciduous and
coniferous species.

JEWELL NURSERIES, INC.
Lake City, Minn.

Remember

SHERMAN'S

for . .

Lining-out Evergreens
Specimen Evergreens
Flowering Shrubs
Shade Trees
Hardy Phlox
Fruit Trees
Gooseberries
Currants
Rugosa Roses

Send us your Want List for special
quotations.

SHERMAN NURSERY CO.
CHARLES CITY, IOWA



Wholesale growers of the best
Ornamental Evergreens,
Deciduous Trees,
Shrubs and Roses

Write for our current trade list.

THE KALLAY BROTHERS CO.
Painesville, Ohio



EVERGREENS

Growers of Quality Evergreens
Lining-out Stock a Specialty

Write for Trade List

EVERGREEN NURSERY CO.
Established 1864 : STURGEON BAY, WIS.

BURTON'S
HEADQUARTERS FOR
EVERGREEN GRAFTS, TRANSPLANTED
EVERGREENS, SHRUB LINERS.
Write!
RARE ITEMS YOU DO NOT
FIND IN MOST LISTS!
HILLTOP NURSERIES
EASTOWN, OHIO

Following a picnic luncheon at the test gardens, Jac Bulk, Babylon, president of the New York State Nurserymen's Association, will open the meeting, and Dr. C. E. F. Guterman, director of research, New York state college of agriculture, Cornell University, and director of the agricultural experiment station, Ithaca, will welcome the members. Dr. L. H. MacDaniels, head of the department of floriculture and ornamental horticulture, will talk on "Developments in Nursery Landscape." A report on the recent convention of the American Association of Nurserymen at San Francisco will be presented by Howard C. Taylor, Eastview, N. Y., retiring president of the A. A. N.

"An Economical Study of Selected Plant Nurseries in New York State" will be the subject for an address by Dr. Fred Nisbet, research fellow of the New York State Nurserymen's Association. Following the business meeting, Prof. John F. Cornman, department of ornamental horticulture, will conduct a tour of the Cornell plantations. A dinner at Willard Straight Hall, at which Dr. Clement Bowers will discuss "Modern Rhododendrons and Azaleas," will conclude Thursday's program.

At 9 a. m. Friday registration will be held at Jordan Hall, New York state agricultural experiment station, Geneva, and a welcome by Dr. A. F. Heinicke, director of the station, will follow. The nurserymen then will tour some of the research projects of the station and will hear talks by members of the staff, including: Dr. O. F. Curtis, Jr., department of pomology, "Propagation of Cultivated Blueberries"; Dr. David Rodney, "The Effect of Moisture Loss During Storage on the Survival of Sweet Cherry Trees," and Prof. Karl D. Brase, department of pomology, "Production of Size-controlling Rootstock for Fruit Trees." Dr. H. C. Young, Jr., department of plant pathology; Dr. K. D. Brase, department of pomology, and Dr. K. G. Parker, department of plant pathology, Cornell University, will discuss "The Development of a Virus-free Source of Budwood for Cherry Varieties and Development of Virus-free Rootstock."

A luncheon at the Geneva Country Club will conclude the meeting.

NEW ENGLAND PLANS.

The New England Nurserymen's Association will hold its summer meeting in conjunction with the Connecticut Nurserymen's Association, August 18 at Burr's warehouse, where C. R. Burr & Co., Inc., and

LINING-OUT STOCK

Fall '49 - Spring '50

WRITE FOR OUR LIST

illustrating most sizes in stock offered.

SEEDLINGS

Austrian Pine
Mugho Pine
Scotch Pine
White Pine
Oriental Arborvitae
Douglas Fir
White Spruce
Black Hills Spruce
Green Barberry
Paper Birch

TRANSPLANTS

Red Barberry
Green Barberry
Scotch Pine
Juniperus Horizontalis
Irish Juniper
Waukegan Juniper

E. C. MATTHEWS

Telephone: 123

HARBOR SPRINGS, MICH.

TAXUS

Our Taxus are especially nice this season; compact, dark green and three times transplanted.

Varieties including: *Cuspidata*, *Capitata*, *Hicksi*, *Browni* and *Repandens*.

Also specimen landscape material.

Send for list.

W. A. NATORP CO.

CINCINNATI 29, OHIO

MADONNA LILY

Per 100
5 to 7-in. circumference.....\$ 9.50
7 to 8-in. circumference..... 14.50
8 to 9-in. circumference, jumbos. 19.00
Cash, Please. Allow P.P.

LUCKHARD'S NURSERIES
SEBEWAING, MICH.

WELLER'S PERENNIALS

With That Wonderful Root System

Headquarters for

HARDY MUMS AND PHLOX.

Ask for our Perennial Catalog.

WELLER NURSERIES CO., Inc.
Leading Perennial Growers
HOLLAND, MICH.

IN CARLOTS

American Elm, 1 1/4 to 2-in.

Thurlo Willow, 5 to 6 ft.,
up to 2-in.

Apple, 2 and 3-yr., up to 1-in.

Cherry, 1-yr., up to 11/16-in.

Peach, up to 1-in.

Pear and Plum, up to 11/16-in.

Shrubs, Shade Trees, Peonies and
Evergreens.

C. M. HOBBS & SONS, Inc.
BRIDGEPORT, IND.

LAKE'S

SHENANDOAH NURSERIES

Shenandoah, Iowa.

*Wholesale growers of
a fine assortment of*

GENERAL NURSERY STOCK

Your inquiries will be appreciated.

ORNAMENTALS

TREES SHRUBS EVERGREENS

Wholesale growers of a
general assortment for
the best landscape plantings.

BRYANT'S NURSERIES
Princeton, Illinois

PEONY SALE

Best Dble. Pink Varieties... Each 22c to 34c
Highest rated Red Sorts... 32c to 37c
Finest Japanese and Singles... 22c to 33c

Write for complete list.

LUCKHARD'S NURSERIES
SEBEWAING, MICH.

LYTHRUM MORDEN'S PINK

Strong rooted cuttings
Immediate Delivery

\$6.00 per 100

\$50.00 per 1000

PLANE VIEW NURSERY, NEWPORT, R. I.

AMERICA'S BEST SOURCE FOR HARDY PLANTS

WRITE FOR
TRADE LIST

MENTOR,
OHIO

Wayside

Gardens

C. L. Vanderbrook & Son, Manchester, Conn., will be hosts.

SOUTHERN ANNIVERSARY.

Special plans are being made this year for the annual convention of the Southern Nurserymen's Association to be held at the Hotel Patten, Chattanooga, Tenn., because it will celebrate the fiftieth anniversary of the association, which was organized at Chattanooga.

At a recent meeting of the program committee, of which Joe Howell, Knoxville, Tenn., is chairman, Henry B. Chase, Chase, Ala.; Don Hastings, Atlanta, Ga., and John Fraser, II, Huntsville, Ala., joined Mr. Howell in the elaboration of plans for an outstanding program. This will be published in the next issue.

Because a large attendance is expected, those planning to attend are urged to make early hotel reservations. Those who have been present at earlier celebrations of this organization know what an event the forthcoming gathering is likely to be.

SHADE TREE GROUP PLANS TWENTY-FIFTH MEETING.

Activities preceding the official opening of the silver anniversary convention of the National Shade Tree Conference, August 22 to 26 at the Lord Baltimore hotel, Baltimore, Md., will begin at 10 a. m. Monday with a meeting of the National Arborists Association.

In the evening, following a meeting of the executive committee of the National Shade Tree Conference, Vernon M. Geddy, counsel for Colonial Williamsburg, Williamsburg, Va., will speak on "The Design and Plants of Colonial Williamsburg, Illustrated" at an open meeting.

Program for Tuesday.

Registration will begin at 8 a. m. Tuesday and will be followed by the official opening of the convention by Norman Armstrong, White Plains, N. Y., president, in the hotel's Calvert ballroom. After the invocation and address of welcome, Dr. Damon Boynton, department of pomology, Cornell University, Ithaca, will speak on "Fertilizer Applications by Foliage Sprays," and Dr. Harley L. Crane, division of fruit and vegetable crops and diseases, plant industry station, United States Department of Agriculture, Beltsville, Md., on "Trace Elements and Their Role in Plant Nutrition."

In the afternoon, a business session will include a meeting of the board of governors, nomination and elec-

ORIENTAL POPPIES

Strong Field-grown Plants.

Early September Delivery.

Many Varieties Available

Let Us Quote on Your Needs!

Send for our Midsummer trade list featuring a most complete line of Bulbs, Iris, Peonies and other Perennials.

CARROLL GARDENS
WESTMINSTER, MD.

Hardy Northern-grown PERENNIALS

Strong roots grown
on the
Shores of Lake Superior

NORTH POLE NURSERY
Cornucopia, Wis.

ROSA MULTIFLORA

Hardy, Northern-grown

Write for quotations

LOWTHER TREE FARMS
R. R. 2 BARRINGTON, ILL.

30,000 Potted Taxus Liners

1, 2 and 3-year.

Wegelia Eva Rathke, transplants.
Viburnum Rhytidophyllum.

HUMPHREYS LANDSCAPE SERVICE
MT. STERLING, KY.



PEONIES • IRISES • BULBS DAY LILIES • POPPIES • MUMS

ALL YOUNG GROWN STOCK

Prompt Service

Send for Wholesale Prices

C. F. WASSENBERG
VAN WERT, O.

DICTAMNUS

America's finest hardy perennial.

Fraxinella, pink, Per 100

2-yr. field transplants.....\$22.00

Fraxinella, white, Per 100

2-yr. field transplants..... 22.00

Fraxinella, white, Per 100

4-yr. landscape blooming..... 42.00

Cash with order, please.

LUCKHARD'S NURSERIES SEBEWAING, MICH.

tion of executive committee members, reports of the executive committee, secretary and treasurer to be given by Dr. L. C. Chadwick, department of horticulture, Ohio State University, Columbus, and reports of other committees.

A program arranged in conjunction with the National Arborists Association, with Albert W. Meserve, president of that group, presiding, will feature the following talks by three shade tree specialists: "Where Is Arboriculture Headed?" by Vance I. Shield, Shield Shade Tree Specialists, Clayton, Mo.; "Planning for More Effective Public Relations," by Mrs. Garrett Smith, director, New Jersey Federation of Shade Tree Commissions, Plainfield, and "Grade Changes—How Far Must We Go in Treatment?" by Edward W. Higgins, Frost & Higgins Co., Arlington, Mass.

Following a dinner for commercial exhibitors, the Associated Arborists will meet.

Field Demonstrations.

On Wednesday busses will leave for Leakin park at 9:30 a. m. Commercial and educational demonstrations will be held in the park's Crimea section, where luncheon will be served. The National Arborists Association will hold a dinner meeting in the evening. At 8 p. m. city foresters, park superintendents and others interested in public area tree management problems will meet to discuss "The Selection, Propagation, Planting and Growing of Street Trees." Edward H. Scanlon, commissioner, division of shade trees, Cleveland, O., will lead the discussion.

Program for Thursday.

Chairman for the Thursday morning session will be Dr. Ray R. Hirt, vice-president of the National Shade Tree Conference. Dr. Clyde C. Hamilton, department of entomology, New Jersey State agricultural experiment station, New Brunswick, will lead the discussion for a plant clinic.

Other speakers for the morning will be Richard R. Miller and Donald Erskine, department of horticulture, Ohio State University, who will give the memorial research fund report, entitled "The Prevention of Fruit Formation of Some Ornamental Trees," and Fred V. Grau, collaborator, United States Golf Association, plant industry station, United States Department of Agriculture, Beltsville, Md., who will discuss "Turf Problems in Tree Areas."

After a business meeting, the rest of the afternoon session will be de-



SPECIMEN EVERGREENS FOR FALL PLANTING (B & B)

Carload or Truck only.

Arborvitae, Pyramids	2 to 3 ft.
Arborvitae, Pyramids	3 to 4 ft.
Arborvitae, Globes	4 to 5 ft.
Arborvitae, Globes	12 to 15 ins.
Arborvitae, Pyramids	18 to 24 ins.
Blue Spruce, fine specimens, good color	3 to 5 ft.
Norway Spruce, fine for windbreaks	2 to 3 ft.
Sheared Pines, assorted varieties	3 to 5 ft.

SCOTCH GROVE NURSERY

SCOTCH GROVE, IOWA

BIGGER LINERS FOR QUICKER PROFITS

	Per 100	Per 1000
Cornus florida, 6 to 12 ins.	\$ 6.00	\$ 50.00
Koeleruteria, 6 to 12 ins.	7.50	
Kolkwitzia, 9 to 12 ins.	11.00	100.00
Kolkwitzia, 12 to 15 ins.	15.00	125.00
Kolkwitzia, 15 to 18 ins.	20.00	175.00
Photinia villosa, 6 to 12 ins.	7.50	65.00
Prunus tomentosa, 18 to 24 ins.	12.50	
Red Barberry, br., 15 to 18 ins.	14.00	120.00
Rhodotypos, 6 to 12 ins.	7.50	65.00
Rhus cotinus, 6 to 9 ins.	9.00	80.00
Rhus cotinus, 9 to 12 ins.	11.00	100.00
Rhus cotinus, 12 to 18 ins.	17.50	150.00
Viburnum lantana, 6 to 12 ins.	7.50	65.00
Viburnum lantana, 12 to 18 ins.	10.00	85.00

Prunus tomentosa and the larger sizes of Kolkwitzia are branched. We can furnish Rhus cotinus, 18 to 24 ins., branched.

NEWPORT NURSERY CO.

Newport, Mich.

ASTILBE

Heavy Divisions

For Late August and September Shipment

Choice stock of these lovely hardy perennials with their delicate, feathery spikes of bloom.

\$20.00 per 100; \$180.00 per 1000.

2000	Bonn. Very dark carmine.
2500	Deutschland. Large heads of snow-white.
400	Granat. Dark crimson-red.
300	Gertrude Brix. Deep carmine-red.
3000	Thunbergi. Pure white turning pink. (5c less each.)
2000	W. E. Gladstone. Pure white, pyramidal heads.

The McCONNELL NURSERY CO.

PORT BURWELL, ONT., CANADA

PEONIES IRIS AND HEMEROCALLIS

Send for our special July bulletin, listing new prices on the above items.

Our general list of Nursery Stock ready Sept. 1.

OUR 75th YEAR

SARCOXIE NURSERIES PEONY FIELDS

WILD BROS. NURSERY CO.

SARCOXIE

MISSOURI

WE OFFER FOR FALL, 1949

HARDY NATIVE AZALEAS

ROSEA. Rose-pink.

NUDIFLORA. Pinxterbloom.

BAKERI. Red to crimson.

CALENDULACEA. Yellow to orange.

	Per 10	Per 100
12 to 18 ins., br. with bloom buds	\$3.00	\$15.00
18 to 24 ins., br. with bloom buds	4.00	20.00
2 to 3 ft., br. with bloom buds	5.00	30.00

If wanted Balled and Burlapped, write for prices. We are prepared to deliver full truckload lots anywhere, anytime.

SHRUBS and TREES

	Per 10	Per 100
CYDONIA JAPONICA. True red.		
6 to 12 ins.	\$2.00	\$15.00
12 to 18 ins.	3.00	20.00
KERRIA JAPONICA. Double-flowering.		
18 to 24 ins., 1-yr.	3.00	20.00
2 to 3 ft., 2-yr., well br.	6.00	40.00
CORNUS FLORIDA. White-flowering Dogwood.		
12 to 18 ins., 1-yr. S.	1.00	5.00
2 to 3 ft., 2-yr. tr.	3.00	25.00
WEIGELA ROSEA. Light pink.		
12 to 18 ins., 1-yr.	1.00	4.00
18 to 24 ins., 2-yr., well br.	2.00	15.00
2 to 3 ft., 2-yr. tr., well br.	3.50	25.00
WEIGELA LUTEA. Yellow flower.		
6 to 12 ins., 1-yr.	1.00	3.00
12 to 18 ins., br.	1.50	6.00

If interested, write for prices on Hall's Japanese Honeysuckle Liners; Ibolium, Amur River North and California Privet, and Red Cedar in large quantities.

O. H. PERRY NURSERY CO.

BOX 545

TELEPHONE: 375-X

McMINNVILLE, TENN.

J. R. Boyd, President

John T. Boyd, Vice-president

H. B. Stubblefield, Supt.



FOREST NURSERY CO.

McMinnville, Tenn.

Established 1887

Long Distance Phone No. 234

Growers and Wholesale Dealers

SHRUBS, FOREST and SHADE TREES,
EVERGREENS, VINES and CREEPERS

Trade list mailed on request.

SHADE TREES, FLOWERING SHRUBS, VINES and EVERGREENS

Lining-out Stock

Write for wholesale
price list.

SCRUGGS NURSERY

Route 7 McMinnville, Tenn.

COMPLETE ASSORTMENT OF

Evergreens, Fruit Trees, Shade
Trees, Roses and Lining-out Stock.

Write for complete list.

ONARGA NURSERY CO.

Onarga, Ill.

WHOLESALE GROWERS OF
FLOWERING SHRUBS
and SHADE TREES

Abelia Grandiflora—A Specialty

THE A. C. CLARK NURSERY

Route 2 McMinnville, Tenn.

Your Profits Grow in
VERHALEN PLANTS
Summer or Winter.

Write for list of stock available for planting during the next 3 months.

VERHALEN NURSERY CO.

Scottsville, Texas

voted to the following talks: "Box-wood Nematode Control," by Dr. Gotthold Steiner, division of nematology, plant industry station, United States Department of Agriculture, Beltsville; "Control of Some Troublesome Insects," by Dr. Ernest M. Cory, department of entomology, University of Maryland, College Park, and "The Cause and Treatment of Tree Cavities," by Dr. D. S. Welch, department of plant pathology, Cornell University.

In the evening, the annual past presidents' banquet and show will be held in the Calvert ballroom.

Final Session.

For the final session of the meeting, Friday morning, President Armstrong will be chairman. Dr. D. S. Welch will lead the discussion for a plant clinic. Other speakers and their subjects will include: P. E. Alden, secretary, New Jersey Federation of Shade Tree Commissions, "Treatment of Old Silver Maples and Other Decadent Trees on Our Streets," and Dr. O. N. Liming, bureau of entomology and plant quarantine, United States Department of Agriculture, Bloomfield, N. J., "Specifications for Tree Work."

To conclude the 5-day convention, a symposium on the use, planting, maintenance and pest control of shade trees will be led by Dr. Curtis May, division of forest pathology, United States Department of Agriculture, Beltsville, Md. Those participating will be Dr. George Langford, department of entomology, University of Maryland, and Dr. Henry T. Skinner, Morris Arboretum, Chestnut Hill, Pa.

Ladies' Program.

Special activities planned for the ladies include a luncheon at Carvel Hall, Annapolis Naval Academy, Annapolis, Md., following registration on Tuesday morning. A tour of the grounds of the academy and points of interest at the city of Annapolis, which is celebrating its three-hundredth anniversary this year, will be

Boyd

NURSERY COMPANY

McMinnville, Tenn.

ORNAMENTAL SHRUBS
SHADE TREES, VINES
FOREST TREE SEEDLINGS
LINING-OUT STOCKS

held in the afternoon. On Wednesday the ladies will join the men in observing the field demonstrations at Leakin park.

Busses will leave at 10 a. m. Thursday for Samuel Kirk & Son, Inc., America's oldest silversmith, where a movie of the silver industry will be shown and a tour of the plant will be conducted. A tour of the historic spots at Baltimore and a visit to Fort McHenry will follow. After luncheon at McCormick & Co., Inc., the ladies will tour the plant and see movies of the tea and spice industry.

NUT GROWERS PLAN.

Two speakers for the fortieth annual meeting of the Northern Nut Growers' Association, to be held September 6 to 8 at the plant industry station of the United States Department of Agriculture, Beltsville, Md., have been announced by Dr. H. L. Crane, program chairman.

Prof. H. W. Dengler, department of forestry, University of Maryland, College Park, will present a paper on holly and also will have exhibits of holly wreaths and the materials used to make them. "National Arbor Ways" will be the subject of a talk by Harlan P. Kelsey, Harlan P. Kelsey, Inc., East Boxford, Mass. Other speakers and their subjects will be announced later.

MONTY WRIGHT, JR., WEDS.

Before an altar banked with gardenias, peonies, gladioli, delphinium and lilacs, Lucille Peloquin became the bride of Montague Charles Wright, Jr., manager of the American Florist Supply Co., Chicago, May 21 at a nuptial mass at St. Edmund's church, Oak Park, Ill. Following the ceremony a breakfast and reception for approximately 250 guests were held at the Oak Park Club.

The bridegroom is the son of Mrs. Montague Charles Wright, Oak Park, and the late Mr. Wright, who was managing director of Lord & Burnham, greenhouse manufacturers, for many years. The bride is the daughter of Mr. and Mrs. Pierre J. Peloquin, Oak Park.

Both the bride and bridegroom attended Oak Park high school, and Mr. Wright was graduated from the Choate school and Yale University. During World War II he served in the army air forces.

A BRANCH has been opened at 20445 Fenkell avenue, Detroit, Michigan, by Greening Nursery Co., Monroe.

Heavy FRUIT TREES

FLOWERING SHRUBS. Extra-heavy, 2 and 3-year.

JUNIPER, VIRGINIANA, 3 to 6-ft. specimens, well sheared and root pruned.

GRAFTED JUNIPERS, 3 to 5 ft., in the popular varieties.

ARBORVITAE

BROAD-LEAVED EVERGREENS

JUNIPER GRAFTS, for Spring, 1950, Delivery.

SNEED NURSERY COMPANY

P. O. BOX 798 OKLAHOMA CITY 1, OKLA.

WHOLESALE GROWERS OF PAPERSHELL PECAN TREES

We specialize in growing quality pecan trees on our better-root stock. Faster growth, quicker bearing. Large list of varieties. Can furnish in lots of 10 to 10,000.

Also heavy-caliper, dormant-bud Peach, Plum, Apricot and Apple. Your inquiries given prompt attention.

COCKRELL'S RIVERSIDE NURSERY

Route 1 GOLDTHWAITE, TEXAS

"True Varieties" Is Not a Boast... It's A HABIT!

ROSEBUSHES

Licensed Grower,
All-America
Introductions.

Refrigeration.

AVOID HEELYARD HAVOC.

ARP

NURSERY CO.

TYLER, TEXAS

GET YOURS FIELD-FRESH AND FREEZE-FREE.

PECAN TREES

WALNUT, FIG
PERSIMMON

Wholesale Catalog.

IN THE CENTER OF THE SOUTH

THE *Southern* Est. 1872
Nursery & Landscape Co., Inc.
WINCHESTER, TENNESSEE

We can save you money on your needs for fall delivery.

Phone-Write-Wire for Quotations

BUDDED ROSES

TWO-YEAR, FIELD-GROWN,
BUDDED ROSES
OUR SPECIALTY

Ask for Wholesale List

Growers and shippers of dependable roses since 1920. Good assortment in Hybrid Teas and Climbers.

Ask for prices on individually wrapped and paraffined rosebushes, COLOR illustrated, if desired.

ROSE LAWN NURSERIES
BOX 295 WINNSBORO, TEXAS

ROSES

WHOLESALE ONLY

2-year, field-grown

Four Generations Growing America's Finest Roses.

CARL SHAMBURGER NURSERY
TYLER, TEXAS

KISKATOM NURSERIES

C. D. & L. C. WEISS

GROWERS OF HERB PLANTS
For Culinary and Ornamental Purposes

—Also—

GARDENIAS, AZALEAS, CAMELLIAS, BOXWOOD
ALL LANDSCAPING MATERIAL

NURSERIES: Madisonville, La.
Phone Madisonville 44
OFFICES: 7425 Dominican St.
New Orleans 18, La.
Phone Walnut 4541

"Visit Our Nurseries — A Louisiana Beauty Spot"



SEMMEs, ALABAMA

Azaleas, Camellias, Gardenias
and a General Line of
Ornamental Nursery Stock
Lining-Out Stock Our Specialty
WHOLESALE ONLY

PEONIES

Strong divisions, fresh dug when
weather permits.
Thousand lots, 10 per cent less.

	Per 100
Felix Crousse, cherry-red.....	\$40.00
Mons. Jules Elle, pink.....	35.00
Mons. Martin Cahuzac,	
darkest red	40.00
Baroness Schroeder, white.....	40.00
Karl Rosenfield, crimson.....	40.00

TERMS: Cash with your order, please.

PAYNE DAHLIA FARMS
Route 5, Kansas City 3, Kansas

Tom Dodd Nurseries

AZALEAS and CAMELLIAS

Write for Wholesale List

Moffett Road, Mobile Co.

Phone: Mobile 6-8925

SEMMEs, ALABAMA

EVERGREENS FOR FALL

Biota aurea nana, compacta,
excelsa, bakeri.
Juniperus hibernica, hib. fasti-
giata.

Some Pines, Spruce and Taxus.
Truck or carloads.

FIKE NURSERIES, HOPKINSVILLE, KY.



SEMMEs
NURSERIES

AZALEAS - CAMELLIAS
and other choice evergreens.

Wholesale Catalog SEMMEs, ALA.

PRESIDENT'S ADDRESS.

[Continued from page 22.]

energy or thought as has the executive committee on market development and publicity. I refer to Charles Boardman, Charles Burr and Clarence Siebenthaler, together with Secretary White. At every bimonthly meeting, consuming from one and one-half to two and one-half days, I have felt that we were fortunate indeed in their selection for this important work. May I express my sincere appreciation at this time.

This committee has some recommendations to make to the board of governors, and I can only express the hope that they will be seriously considered. These recommendations were not arrived at hastily. They were considered for a long time, and then they were referred to and discussed by our larger executive committee, which gave its backing and support to these recommendations.

At first glance it seems as though it would be simple to get publicity such as ours. However, when you consider that there are many types of nursery products and that the entire country, with its geographic and climatic variations, is to be covered, it becomes a complex enterprise.

Other associations have had similar experiences in having to feel their way, but I know of none which has ever given up a program once it was well started. The experience of others has shown that it takes several years to learn the field and to arrive at a pattern suitable to the majority and within the means of the members. I think you will agree that great progress has been made, and the localization of the publicity into regions as it was introduced and carried out this past year was one successful forward step.

Guidance by men in the industry itself is certainly imperative and must be continued actively for some years to come. I have only one strong conviction which I make as a recommendation to this board and to the membership in general, and that is that this program should not become

PINK and WHITE DOGWOODS
CONIFERS,
BROADLEAVED EVERGREENS
and
DECIDUOUS SHRUBS

Liners and finished stock.

BYERS NURSERY CO.
Chase, Ala.

the responsibility of the executive secretary nor should it become the charge of any one of the various segments of the industry.

One of the dangers which I can see is the possibility that the Washington office might become subject to the pressure of members faced with surplus items to the exclusion of stock as a whole. How much better it will be to continue an active, well balanced committee, whose job it will be to decide what to push and where it needs pushing! A well balanced promotion can well become one of the most important association activities, but it must be regarded as a continuing, long-time, over-all promotion aimed at a wider acceptance of the new slogan and advice to "Plant America."

In conclusion, I want to tell you one and all that this past year has been for me a succession of the most pleasant experiences. The acquaintances made possible by virtue of association travel were delightful and will always be remembered. My sincere thanks to all who have responded so generously with time and energy in promoting our activities—particularly to committee chairmen and their members and to the gentlemen of our executive committee. As your president, I am grateful to and appreciate well the ability, enthusiasm and soundness of our executive secretary, Dick White. It has all been a grand experience.

TEXAS ROSE GROWERS FORM COOPERATIVE.

Granted a charter March 24, the Cooperative Rose Growers, P. O. Box 808, Tyler, Tex., are composed of fifty nurserymen from the Tyler area, who have a producing capacity of more than 3,000,000 rosebushes. The organization will market rosebushes and blooms cooperatively, buy supplies cooperatively and strive to put only the best quality rosebushes on the market.

The group has copyrighted the brand name, "Sur-Grow," and has established an office at 203 Swinney building, Tyler. L. M. Miller, a graduate in horticulture of A. and M. College of Texas, is general manager.

The Cooperative Rose Growers plan an exhibit at the Texas state fair in October at Dallas.

FORMERLY associated with her brother-in-law in Newell's Nursery, Detroit, Mich., Annabel M. Newell last fall started 7-Mile Hayes Nursery Sales, 15050 East 7 Mile road, Detroit.



Our 65th Year

MALONEY BROS. NURSERY CO., Inc.

DANSVILLE, NEW YORK

One of the largest producers in New York State of Hardy Upland-grown, Inspected for Trueness-to-name Fruit Trees offers a complete assortment of

1 and 2-yr. Apple—Plum
1 and 2-yr. Std. and Dwarf Pear
1 and 2-yr. Sweet and Sour Cherry—Quince
1-yr. Peach

Also a good assortment of
Shrubs, Shade Trees, Evergreens.

Write us for attractive prices on your
Fall and Spring needs.

Visit our nurseries if you possibly can.

STRAWBERRY PLANTS

Missionary
Blakemore
Klonmore
Klondike
Aroma

Tennessee Beauty
Premier
Gem Everbearing
New Streamliner

Grown on the Cumberland Plateau.

Office and packing house at the farm on highway 30, 7 miles west of Dayton.

ROMINES PLANT FARM

Route 3

DAYTON, TENN.

ROBERTS NURSERY CO.

Wholesale growers of Dependable

FRUIT TREES

We solicit your list of wants.

DANSVILLE, N. Y.

WANTED TO GROW ON CONTRACT 100,000 PEACH TREES

To be budded during August for Fall, 1950, delivery.

WAYNESBORO NURSERIES, Waynesboro, Virginia

GRAPEVINES

Heavy, well rooted

2-yr. Concord and Niagara
Hydrangea P.G.
Peach

Write for prices.

Thorne Brewster

WILLOWBEND NURSERY

Davis Rd.

Perry, Ohio

WESTHAUSER NURSERIES

Specializing in
Strawberries and All Cane Plants

Full Line of Nursery Stock

Let Us Quote on Your Want List.

WESTHAUSER NURSERIES

SAWYER, MICH.

We Specialize in—

Two-year Apple

One-year Peach, Plum, Apricot and Cherry

Apple, Pear and Mahaleb Seedlings. Our blocks of seedlings are free from aphids and other insect pests.

Important: We are centrally located on many railroads and truck lines and can reach you without delay.

L. R. TAYLOR & SONS — Topeka, Kansas

NOW OFFERING A COMPLETE LINE OF SMALL FRUIT PLANTS

We will be glad to quote
on your requirements.

ANDREWS NURSERY CO.
FARIBAULT, MINN.

STRAWBERRY PLANTS

All Leading Varieties

We ship direct to your customers if
you desire.

EVERGREENS

Spruce, Pfitzer Juniper, Taxus Capitata,
Andersoni and Cuspidata.

Write for prices.

ANNA STRAWBERRY NURSERY
F. G. Anderson, Prop. ANNA, ILL.

FRUIT TREES

HARRISON BROTHERS NURSERIES

G. Hale Harrison, General Manager
BERLIN, MARYLAND

EAST MALLING IX Dwarf Fruit Stock

Budding size Per 100 Per 1000
..... \$18.00 \$150.00

VAN HOF NURSERIES
BRISTOL FERRY ROAD
PORTSMOUTH, R. I.

SMALL FRUIT PLANTS and VEGETABLE ROOTS

We grow for the whole-
sale trade only.

KRIEGER'S WHOLESALE NURSERY
BRIDGMAN, MICH.

WE OFFER... Our General Line of SMALL FRUIT PLANTS

Let us quote on your
requirements.

L. J. RAMBO'S WHOLESALE NURSERIES
Bridgman, Michigan

SMALL FRUIT PLANTS

Thirty varieties of Grapes, in-
cluding the

GOLDEN MUSCAT

also

Currants and Berry plants

FOSTER NURSERY CO., Inc.
FREDONIA, N. Y.

SMALL FRUIT PLANTS

Evergreens—Shrubs
Asparagus—Rhubarb
Send for Complete Trade List.

W. N. SCARFF'S SONS
NEW CARLISLE, O.

OBITUARY

William F. Kelly.

William F. Kelly, 75, co-founder and president of Kelly Bros. Nurseries, Inc., Dansville, N. Y., died July 16 at his home, following a long illness. He would have been 76 years old August 9.

Born at Dansville, Mr. Kelly developed an interest in the nursery business at an early age, leaving school to work at the George A. Sweet Nursery when he was 10. Ten years later he and his brother, James, founded Kelly Bros. Nurseries, Inc., which now is one of the largest fruit tree nurseries in the nation, having more than 400 acres in the Genesee valley devoted to the growing of fruit trees. In 1948 the firm moved into a newly built, modern office, made necessary by steadily increasing business.

Among the officers of the nurseries are Mr. Kelly's two sons, John W. Kelly, secretary-treasurer, and William F. Kelly, Jr., vice-president. James B. Carmody also is a vice-president. Mr. Kelly's sons had intended to make the trip to San Francisco for the recent convention of the American Association of Nurserymen but cancelled their plans because of their father's illness. A third son, Lieut. Edward T. Kelly, died in 1945 at the age of 26, while serving with the army air corps.

In addition to being a capable and successful nurseryman, Mr. Kelly was active in civic affairs. He was a trustee of Dansville from 1936 to 1948 and was vice-mayor during the last four years of this period. He also was a member of the Knights of Columbus.

In addition to his two sons, Mr. Kelly is survived by his widow, Agnes Coultry Kelly, and two daughters, Mrs. Charles V. Northrup and Mrs. Desmond Dolan.

Charles B. Wing.

Charles B. Wing, of Charles B. Wing & Sons, Mechanicsburg, O., died July 15 after a 2-year illness. He was 71 years old.

Mr. Wing had spent his lifetime in horticulture and is believed to have had one of the largest plant collections in the state. In recent years his nursery activities were primarily devoted to the landscape field.

Survivors include two sons, Benjamin, who will continue the nursery, and Winston, a builder and contractor, both of Mechanicsburg, and

TRY DANISH NURSERY STOCK

Seedlings of high quality shipped carefully packed direct from Copenhagen to U. S. eastern ports, 10 to 12 days en route.

Ask for our prices c.i.f. U. S. ports and list of stock available for fall or spring shipments.

HJORTSOE'S PLANTESKOLE SVEBOELLE DENMARK

Representative in the U. S. A.:

John K. Maus

16 Rose Lane, Philadelphia 18, Pa.
Telephone: Whitemarsh 8-3490

WILLIAM VAN HERREWEGHE

(formerly W. E. & R. Van Herreweghe)

Export Nurseries

SERSKAMP, near GHENT, BELGIUM

FRUIT TREE STOCKS

EAST MALLING TYPES

ORNAMENTAL SHRUBS

FOREST PLANTS and Seedlings

ROSES and EVERGREENS

Prices on application.

Holland-Grown Nursery Stock

Shrubs and Trees,
including liners.

Rhododendrons and Azaleas
Hardy Perennials
Peonies

NOVELTIES IN ALL LINES

Ask for wholesale catalog.

F. J. Grootendorst & Sons BOSKOOP, HOLLAND

Growers and exporters since 1903

VUYK VAN NES BOSKOOP HOLLAND

Originators of Azalea Vuykiana.
Growers of choice Nursery Stock.

Please direct your correspondence to:

140 CEDAR STREET NEW YORK 6, N. Y.

"BRODLEAF" HOLLAND PEAT MOSS

Fully Matured—Packed Dry—Saves Freight
20 LARGE 4-bu. BAGS (2 color).....\$29.00
30 MEDIUM 2-bu. BAGS (2 color).... 24.00
10 Large Standard Bales, each..... 4.00

Ask for delivered carload prices on:

STANDARD BALES — EXTRA BALES — JUMBO BALES

HALF MOON MFG. & TRADING CO., Inc.
90 West Street New York 6, N. Y.

Maurice C. Ravensberg

Boskoop, Holland

Reliable firm for general Nursery Stock
and Belgian plants.
Catalog on application.

seven grandchildren. Two other sons were killed in World War II.

Alfred Rehder.

Alfred Rehder, 85, well known botanist, died July 21 at Jamaica Plain, Mass.

Professor Rehder was born at Waldenburg, Saxony, September 4, 1863. He became a gardener there and later studied at the Universities of Berlin and Gottingen, after which he began his scientific career as assistant editor of Moller's Deutsche Gartner-Zeitung, at that time one of the better known German horticultural publications.

In 1898 he came to the United States to study American trees and shrubs. He was employed at the Arnold Arboretum, Harvard University, for the summer and intended to return to Germany in the fall, but by chance he became associated with Prof. L. H. Bailey, of Cornell University, who engaged him to prepare data pertaining to woody plants for the Cyclopedia of American Horticulture. A year later Prof. C. S. Sargent, director of the Arnold Arboretum, appointed Professor Rehder to compile all the data for the Bradley Bibliography. From 1904 to 1906 Professor Rehder worked in European botanical libraries compiling the detailed information and on his return to the United States was appointed assistant in the herbarium at the Arnold Arboretum. In 1918 he assumed the title of curator. Professor Rehder retired from active service as associate professor emeritus at Harvard in 1940.

Professor Rehder published approximately 980 botanical and horticultural papers, including the Bradley Bibliography. He also organized the Journal of the Arnold Arboretum and served as its editor for twenty-two years. Professor Rehder was awarded a gold medal by the Massachusetts Horticultural Society and the Loder rhododendron cup by the Royal Horticultural Society of London. He was an honorary fellow of the Rhododendron Society of England, the American Society of Arts and Sciences and the American Association for the Advancement of Science.

A NEW firm, Richland Evergreen Nursery, recently was started by William Fetterhoff at R. D. 2, Box 5 D, Gibsonsia, Pa.

STARTING in business as a dealer, John D. Ryder has opened Crescent Rose Gardens, 407 East Franklin street, Clinton, Mo.

KELLY BROTHERS NURSERIES, Inc.

"Fruit Tree Headquarters"

DANSVILLE, NEW YORK

★

APPLE PEACH
SWEET AND SOUR CHERRY
PLUM QUINCE

STANDARD and
DWARF PEAR

We offer a complete assortment of high-quality fruit trees.

★

Send your list of wants, or better yet, come to Dansville and see our nursery.

★

Send for our latest wholesale list.

★

1880—1949

EAST MALLING FRUIT TREE STOCKS

East Malling, I, II, IV, VII and IX.

Quince type A, B and C.

Myrobalan B.

Fruit trees on Malling stocks.

ENGLISH VARIETIES OF
GOOSEBERRIES

MANTEN'S NURSERY

WHITE ROCK, B. C., CANADA

STRAWBERRY PLANTS

Everbearing Varieties

Grown under irrigation. Any amount healthy, No. 1 plants.

Streamliner Utah Centennial
Gem New Progressive
Minnesota 1166 Twentieth Century
Brunes Marvel

We are now booking orders for 1949 and 1950 season, wholesale.

MCNEAL BERRY NURSERY
HAMILTON, MONTANA

We wish to purchase . .

Evergreens, Fruit Trees,
Shrubs, etc.

Send your surplus list to

THE PONTIAC NURSERY CO. Romeo, Mich.

Pacific Coast News

WASHINGTON NURSERYMEN STUDY VIRUS DISEASES.

Much of Washington's agriculture, especially fruit and fruit tree production, is centered in the Columbia river valley. Additional land is being brought into cultivation through several irrigation projects that are already functioning as well as some that are planned for the immediate future. To cope with the many problems that arise in growing a wide variety of crops under these conditions various organizations and institutions have joined their forces and finances in an experimental program. Among these are Washington State College, Washington department of agriculture, the state agricultural experiment stations and the United States Department of Agriculture. At Prosser, Wash., located in a part of the Columbia river basin, these agencies have developed what is known as the irrigation experiment station where many problems relating to dry-land agriculture and horticulture are being studied. Of recent development and of most interest to nurserymen is the research now under way on the virus diseases of fruit trees.

Last month a group of nurserymen, mostly members of the Washington State Nurserymen's Association, met at the experiment station at Prosser to study progress being made in virus control experiments. The informal meeting opened on the morning of July 8 under the direction of Dr. Earl C. Blodgett, plant pathologist in charge of virus disease research at Prosser and superintendent of the plant introduction and quarantine station at near-by Moxee.

Opening the program, H. P. Singleton, superintendent of the Prosser experiment station, gave a brief report on the general nature of the work carried on and mentioned some recent changes in personnel at the station. Dr. Harold Fogle has been added to the staff to carry on work in fruit breeding. Special emphasis is to be placed on the development of fruit that is adaptable to irrigation agriculture. All available fruit varieties which might have possibilities for this area will be checked in Dr. Vogle's work.

Dr. Blodgett gave a short history of the virus studies conducted at the station and introduced his assistant, Harold Williams, of the station staff, and his co-worker, Shirl O. Graham, of the state nursery inspection divi-

sion. These men cooperate in work known as the nursery improvement program wherein tree fruit budwood and grafting scion sources are inspected, tested and certified for freedom from disease and for trueness to name. To carry on this program Mr. Williams and Mr. Graham spend part of their time in fruit growers' orchards and fruit area nurseries for observation of trees. Another part of their time is spent in the experimental fields of fruit trees and tree stocks being grown at the Prosser experiment station, and still more time is called for at the Moxee introduction and quarantine station, where new varieties and trees suspected of disease are grown in an isolated area.

Following this program, nurserymen were taken by bus to the experimental fields, where a close examination of tree fruit virus problems was made. A collection has been made of trees showing many of the known virus diseases and of trees carrying suspicious symptoms. Sometimes whole trees have been obtained for study, or if the trees themselves were too large to move, parts of them have been budded or grafted on available stock. Some of these suspicious symp-

toms turn out to be only the results of unfavorable soil conditions which cause a foliage discoloration similar to a virus disease, and the symptoms disappear under more favorable conditions. Some specimens suspected to be diseased are instead found to have a discoloration or distortion of foliage or fruit which may be genetic in character and not possible to correct. However, some new virus diseases do turn up and along with the existing ones undergo an intricate series of tests including budding or grafting on a different variety or species which may show up some latent defects more prominently. With this system of detecting virus diseases by budding and observing the reaction of the bud as well as the reaction of the stock tree, it is possible to test commercial sources of fruit tree budwood and give certification of freedom from virus diseases. In this way nurseries propagating fruit trees can be sure of growing healthy merchandise. This tour of the fruit tree blocks was made especially valuable, as Dr. Blodgett, Mr. Graham and Mr. Williams served as guides.

After the tour the group returned to the station headquarters for an informal luncheon and afterward continued on a tour by bus to see the extensive area being used for irrigation agriculture experimentation at

Oregon-Grown Roses

Featuring the 1950

ALL-AMERICA WINNERS

2-yr., No. 1 grade:	Each 10 to 19	Each 20 to 250
FASHION, P.A.F.	\$1.10	\$1.00
CAPISTRANO, P.A.F.	1.35	1.25
MISSION BELLS, P.A.F.	1.35	1.25
SUTTER'S GOLD, P.A.F.	1.35	1.25

No. 1½ grade, 20 per cent less.

Ask for our complete list.

We reserve the right to limit quantities.

Roseway Nurseries

Henry Hausch

4228 N. E. 77th Ave.

Julia Hausch

Portland 13, Oregon

AZALEAS BLOOMING PLANTS

DECORATIVE POT PLANTS

ROY F. WILCOX CO.

MONTEBELLO, CALIF.

PHONE: AN. 4221



the station. Home base for this work consists of nearly 200 acres. H. P. Singleton, superintendent, accompanied the tour and commented on the work under way. Of special interest were some trials of trees and shrubs for ornamental, windbreak and erosion-control planting. Trials were being made with a number of materials to determine their value for irrigated areas. An additional 360 acres have been acquired by the station and are being prepared for irrigation. This new area is somewhat higher than the first site and is more favorable for some types of research work. As planting and development progress, this new area will become headquarters for all activities. In this new section some parts already have been planted to fruit tree trials. One block contains a large number of new strains of apricots on trial to determine better varieties for the area, to select those that will be rotated to give a longer production period so that seasonal rush with growers and processors can be relieved and to determine better pollenization practices. There is also a trial of cherry trees to show the best rootstock for sweet cherries, whether Mazzard or Mahaleb, and to determine the best height above the stock to bud.

On their return to the station headquarters the nurserymen made a review and more thorough examination of the virus fruit tree blocks and then left for their respective home cities.
C. W.

CALIFORNIA COUNCIL HEARS ROBERT PYLE.

A special meeting of the California Horticultural Council was held July 13 at the College of the City of San Francisco to hear Robert Pyle, president of Conard-Pyle Co., West Grove, Pa., speak on "United Horticulture." Mr. Pyle described the plan to unit all horticultural groups into one organization; he has been working on the plan since about 1930. He told also of his experiences starting the national arboretum at Washington, D. C., and described the work of arboretums in other parts of the country.

At the request of Ernest Higgins, past president of the California Horticultural Council, Mr. Pyle summarized the history of the rose, Peace. He pointed out that it was developed in France by a family which had spent three generations in breeding roses and that in Europe it was known by several different names. The Conard-Pyle Co. obtained the United States rights to Peace late in 1940, but was unable

ORDER NOW

FOR NEXT SPRINGS BUSINESS
INVESTIGATE THE EXTRA VALUE IN

GROWING  QUALITY



FRUIT & NUT TREES

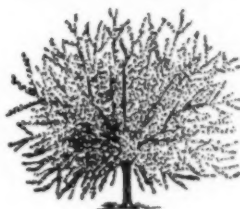
Apples, Apricots, Almonds, Cherries, Figs, Nectarines, Peaches, Pears, Persimmons, Plums, Pomegranates, Prunes, Quinces & English Walnuts.

RESISTANT ROOTSTOCK SPECIALISTS

GRAPE VINES

Thompson Seedless, Concord and 20 other leading varieties of table and wine grapes.

SEALED FOR YOUR PROTECTION



FLOWERING TREES

Producers of a large variety of Flowering Peach, Purple Leaf Plums, and Flowering Crab.

LET US GROW YOUR NEEDS

SHADE TREES

Leading varieties such as Modesto Ash, Sycamore, Maple, Birch, Stribblings Mulberry and a complete line for street & ornamental plantings.



ORNAMENTALS

A complete line of field & container ornamentals worthy of your consideration.

SEE OUR STOCK THIS SUMMER

SEND FOR PRICE LISTS & OUR SPECIAL BULLETIN
"FRUIT & GRAPE VARIETIES OF GROWING QUALITY"

Stribbling's
NURSERIES



OFFICE and SALES YARD ON 99 HIGHWAY NORTH
PHONE 86 P.O. BOX 793 MERCED, CALIFORNIA

OREGON'S BEST SOURCE OF GOOD ROSES

A complete list of **HYBRID TEAS, CLIMBERS, BABIES and FLORIBUNDAS**. Also, one of the most complete lists of patent varieties, including the A.-A. R. S. award winners.

SEND FOR OUR LISTS.

EASTERN REPRESENTATIVE:

FRANK C. DONOVAN
5056 WASHINGTON BLVD.
CHICAGO 44, ILL.

PETERSON & DERING
ROSE GROWERS
Scappoose, Oregon

AIR FREIGHT IS NOT EXPENSIVE FROM ALASKA

Air Mail your order today.
Shipping Sept. 15.

THE ALASKA BIRCH

"Betula Kenaica"

Cash with order unless
credit established.

	Per 10	Per 100
12 to 18 ins.....	\$2.50	\$24.00
18 to 24 ins.....	4.50	44.00
2 to 3 ft.....	6.50	64.00
3 to 4 ft., select.....	7.50	74.00

Inquire for listed Native Stock.

FAR NORTH NURSERIES, Inc.
P.O. BOX 1443
ANCHORAGE, ALASKA

DEL RANCHO FORTUNA FRUIT TREES and GRAPEVINES

P. O. Box 548
McFARLAND, CAL.

BALED EXCELSIOR TOW

(EXCELSIOR SHAVINGS)

WASHINGTON EXCELSIOR & MFG. CO.
871 Othello St. Seattle 8, Wash.

to produce enough of the plants to put it on the market before this country went into the war. As a result, such introduction was postponed until the war's end. At the time of the United Nations Peace Conference at San Francisco the Conard-Pyle Co. offered to plant a peace garden in Golden Gate park and suggested that the Peace roses be set out by delegates from the various countries attending the conference. According to Mr. Pyle, the plan was accepted by the officials of the city of San Francisco and Golden Gate park, but the army, whose duty it was to protect the delegates who would do the actual planting of the bushes, refused to allow the ceremony, so as a compromise a bouquet of Peace roses was sent to the hotel room of each delegate.

Much of the income from the royalties of the Peace rose are being put into a fund in Europe by the originator to establish a fund for rose-breeding research in France, Mr. Pyle said.

Because of the guest speaker's interest in horticultural organizations, Vice-president Richard Schroder, head gardener at the Dibble hospital, who presided at the meeting, called on several committees to make routine reports of the work of their groups.

The report of the education committee was made by George Mangus, San Mateo Junior College, who discussed the education of ornamental horticulturists by various schools in the bay area, all of which operate their horticultural courses on essentially the same basis. To take such courses, students must be high school graduates and have done at least 4,000 hours of practical work in an accepted horticultural organization doing the kind of work in which they were most interested. The students take at least 400 hours of classwork under the direction of trained entomologists, plant pathologists and chemists and receive a certificate when they satisfactorily pass the required examinations. Harry Nelson, City College of San Francisco, added that all of the young men and women who have graduated from these courses now hold positions in the trade at or near San Francisco and that it is reported there are many more requests for such trained men than it will be possible to train for several years. He announced that, at the request of the nurserymen in that area, Santa Rosa Junior College would offer a course in ornamental horticulture as soon as a properly trained person could be engaged.

Ernest Higgins reported that two

FOR 1949 SEASON

Fruit Trees
Small Fruits
Fruit Tree Seedlings
Flowering Trees
Shade Trees
Shrubs
Roses

and a general assortment of other nursery stock.

Ask us to put your name on our mailing list. (Use your letterhead.)

RICH & SONS NURSERY
Hillsboro, Oregon

PACIFIC COAST NURSERY

2244 N. Skidmore Ct.
Portland 11, Ore.

Pioneer seedling growers on the Pacific Coast since 1914.

Specializing in fruit tree seedlings. **Angers Rooted Quince Cuttings, Chinese Elm Seedlings and English Privet.**

We aim to please
with quality stock.

John Holmason & Sons, Props.



ALOUETTE SUN-DRIED B. C. PEAT MOSS

Standard Bales, Pony Bales, Bags

Distributors

H. V. NOOTBAAR & CO.

890 S. ARROYO PARKWAY
PASADENA 2, CALIF. PYramid 1-2171
also
600-16th St., OAKLAND 12, CALIF.
Phone: TWIn Oaks 3-9072

Largest Growers of Camellias in Northern California.

Clean healthy stock, can ship everywhere, all container-grown. 1, 4 and 5-gallon cans, 4-gallon, 12-inch redwood tubs, and 14-inch redwood tubs. Send for list of over 150 varieties.

Special price on carlots, over 40,000 plants.

LOUIS VISTICA NURSERY

R. R. 2, on U. S. 99 E.
YUBA CITY, CALIF.

arboretums are to be established in California. One in the southern part of the state is already attaining a definite form, and the site for the other, in the Oakland area, has been selected, and options on the land have been obtained. In his report of the research committee, Allan Reed said that after screening the many suggestions for research to be supported it was decided that studies on turf management had the most general interest.

W. B. B.

CALIFORNIA NOTES.

Al Quatman, who for several years has operated under the name of Van's Nursery, Oakland, Calif., has moved to a new location about fifty feet away from the old site and has changed the name of the firm to Quatman's Nursery. A completely new salesroom and an up-to-date lath house, as well as a more complete line of ornamental plants and garden supplies, are on the new location. A preview of the buildings and grounds was held for the trade July 14, with a formal opening for the public the next day.

Angelana Barisone, daughter of Louis Barisone, of H. Plath & Sons, Inc., San Francisco, was married July 17.

Leslie Mayne, president of the California Horticultural Council and a leading pest control operator on the peninsula, has been confined to his home with a case of the mumps.

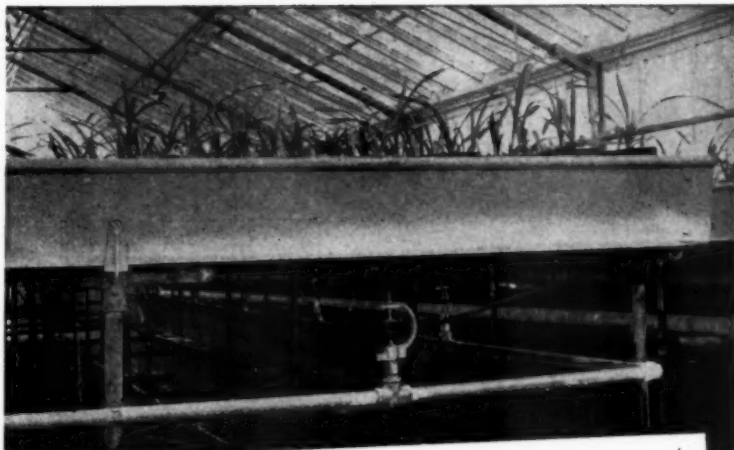
Jack Angold, who until recently was a salesman for the Kerr-Langon Seed Co., San Mateo, is now with the Richardson Pet & Garden Supply Store, Burlingame.

Mr. and Mrs. Richard Plath, H. Plath & Sons, Inc., San Francisco, were guests at the recent wedding of the daughter of Tom Edwards, of Roy F. Wilcox & Co., Montebello.

Richard McKensie, son-in-law of William Seifert, Oakland florist, has added another truck to his fleet in the operation of the Plant Rotation Service. His operations include the placing and caring for potted plants, either flowering or foliage, in office buildings and similar locations. As the plants become somewhat unattractive they are removed and placed in various bay area nurseries or greenhouses to be brought back to usable condition when they are again set out.

Clarence Hoff, of the Hallawell Seed Co., San Francisco, has returned from a combined business and vacation trip to southern California.

Don Alvarado has resigned his position with the Sunnyside Nurseries,



Attention NURSERYMEN!

MORE PROFIT FROM YOUR GREENHOUSE! THE PACIFIC WESTERN MIST SPRAY

- It is a necessity in all Greenhouses.
- The finely divided moisture dissolves oxygen from the air.
- Oxygenated Mist inhibits plant disease appreciably.
- Unexcelled for irrigation and propagation of seedlings and cuttings.
- Prevents destroying delicate foliage and washing away soil.
- Will humidify your greenhouse within 2 per cent, day and night.
- Reduces excessive temperatures, promotes plant growth.
- Atomizes water with aid of Water pressure alone.

Let us figure your requirements.

MIST SPRAYS, **\$2.95** each, plus postage.

PACIFIC WESTERN ENGINEERING CO.

Sales Office: 716 SO. AGNES, TEMPLE CITY, CALIF.



California-grown Rosebushes —

Plus Service

We specialize in growing rosebushes for sale at wholesale in lots of 100 to 10,000. Through specialization we are able to offer the best in rosebushes and service. Your inquiry will receive our prompt attention.

HOWARD ROSE COMPANY

P. O. Box 725

Hemet, California

WHOLESALE GROWER

of

AZALEAS

SKIMMIA

CAMELLIAS

DAPHNE ODORO

HOLLY

ANDROMEDA

GEORGE TEUFEL'S HOLLY FARM

West Barnes Rd.

Portland, Oregon



Our New Baby has Grown - up

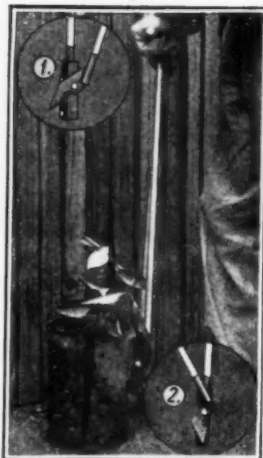
The
Redhead Can Shear
Now has Over
600 Satisfied Users

They like it because it nicks the bottom rim of the can, hence definitely speeds up recanning since the halves of the cut can may be bent clear back to release the ball intact.

It's cadmium plated to resist rusting, and the long handles keep your hands away from danger of cuts, and reduce stooping. It's durable, too.

The Redhead Can Shear is guaranteed to cut any nursery can or your money back. Yet it is so light your saleswomen may operate it. Gardeners like it, too. For prompt delivery, order today.

Ayer-Line INDUSTRIES, INC.
709 Jones Street Berkeley 10, California



List \$7.50

Three for \$18.00
Sorry, No C. O. D.'s
Add 3% Sales Tax in Calif.

REDWOOD TUBS

"PATIO PLANTER"

Seasoned California Redwood Plant Containers . . . Galvanized Steel Bands . . . Grooved Handles . . . Raised Bottoms and Adequate Drainage Holes . . . Treated to Preserve the Wood and Prevent Water and Weather Stain . . . Sturdy Construction . . . Built to Last.

NESTED FOR LOW-COST
SHIPPING

WRITE FOR ILLUSTRATED
CATALOG

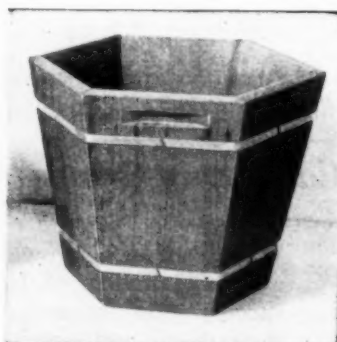
ORDER NOW

PATIO WOOD PRODUCTS

ATLantic 4-9031

835 Commercial St.

San Gabriel, Calif.



AMERICAN NURSERYMAN

Ross, and is now employed at the Mill Valley Nurseries, Mill Valley.

Members of the nursery trade are raising funds to help care for Imogene Wittsche, daughter of Fred Wittsche, nurseryman at Sacramento, who was injured while swimming at Lake Tahoe. The young lady, who had just had her thirteenth birthday, was struck by a passing speedboat and lost both legs between the ankles and the knees. Only the prompt first-aid treatment given by her father and uncle saved her life.

Norman Sluis, Sluis & Groot, Palo Alto, Calif., and Holland, is expected back soon from a trip to Europe.

H. T. Bridges and his son, Richard, have opened a seed and insecticide supply house at Highland.

The flower shop concession at the Vistica Nursery, San Mateo, has been taken over by Alan Carlisle.

Robert Davis has entered the pest control business at Redwood City.

The Bay Pest Control Co., San Mateo, will add to its services the home fumigation of garden and lawn soils. W. B. B.

PLANT NOTES.

[Continued from page 30.]

species are so prominently contrasting in color as to give a pinkish or reddish cast to the entire flower. Consequently, *S. micranthidifolia* is spoken of in some European lists as being reddish, while as a matter of fact, it has always been whitish in our trials. As a class, the boraphyllas want a constantly damp soil, preferably one containing peat, and, I believe, do best in part shade in this climate. Propagation is from seeds or divisions.

Incrusted Saxifrages.

When one is talking about American saxifrages, that cosmopolitan species, *S. aizoon*, should not be overlooked. It is found in the alpine and boreal regions of Asia and Europe, wandering through the arctic into North America and thence southward to New England and through the Rockies. As the incrusted species are among the easiest of saxifrages for eastern states, it is to this group that the beginner may look with confidence for his first success. And some forms of the polymorphic *aizoon* are to be numbered with the easiest of the easies. If one stays away from the high alpine forms, he should find consolation here for some of his losses with more delicate kinds. Few, if any, of the incrusted kinds should give any trouble if given a rich, well drained soil and, if the climate is hot, some shade during the middle of the day.

Is your name on our mailing list?

MITSCH NURSERY

Wholesale Propagators and Growers of Evergreen Liners
AURORA, OREGON

It is natural that a plant with such wide distribution should vary in its wanderings. Actually, the variations are so pronounced that we find Farrer, a close student of alpine flora, saying, "My final conviction is that *S. aizoon* is a sort of Platonic Idea—an abstraction possibly existing in some supramortal state, but represented on earth only by innumerable varieties or partial manifestations of its sacred essence." Because of this wide variation, one could fill a garden with *aizoon* forms and still have a presentable picture, and all for little trouble.

The foregoing leaves only *S. oppositifolia* of the notable native kinds that I know at all intimately. It is, however, a little too difficult for cultivation by all except adepts, so will be omitted.

Doronicum Mme. Mason.

A trial planting this year of the new (to me) leopard's-bane, *Doronicum Mme. Mason*, tells me that it will be far from a bane to the grower of cut flowers, and its many good points, including large size of bright yellow daisies, should also endear it to home gardeners. In one of the worst spring and early summer seasons (devastating dry weather and crippling frosts up to mid-June) that I recall, it put on a most satisfying performance, producing more usable flowers than any other *doronicum* that comes to mind at the moment. If you grow cut flowers, you cannot afford to ignore it; if you only sell plants, a few in your show grounds should do that trick for you.

Hydrangea Blue China Boy.

Speaking of self-sellers, I suspect that the new hydrangea, *Blue China Boy*, will fall into that class. Although I have not grown the plant and therefore cannot speak from experience, I saw it last summer in Ohio and this year have watched a small planting in a florist's grounds in Michigan and feel fairly safe in saying it has a good future. Of course, judging it by last winter's conditions, with its maximum low of 20 degrees below zero, does not mean that it will be able to go through our severest winters, but it will tell you that it can stand a lot of cold. You understand, I assume, that the blueness of any hydrangea depends upon chemicals in the soil.

Oriental Poppy Henri Cayeux.

A correspondent complains that this so-called ashes-of-roses poppy is poorly colored with him and wonders if the cause could be in his soil. Further correspondence developed the fact that the plant was being grown in full sun. My reactions to this unusual poppy could be set down like this: It is not a color for garden decoration. If used

PORTLAND WHOLESALE NURSERY CO.

306 S. E. 12th AVENUE

Avery H. Steinmetz

PORTLAND 14, OREGON

Paul E. Van Allen

Quality Stock

CONIFERS AND BROAD-LEAVED
EVERGREENS
SHADE AND FLOWERING TREES
FRUIT TREE SEEDLINGS
FRUIT TREES
DECIDUOUS SHRUBS
VINES AND BULBS
PORTLAND ROSES
NURSERY SUPPLIES

For Fall Shipment
FINE ASSORTMENT
PORTLAND-GROWN FRUIT TREES
and ROSES
WRITE FOR OUR NEW CATALOG—
INCLUDING GENERAL NURSERY
STOCK and NURSERY SUPPLIES
Goodrich Rubber Bud Strips, Raffia, etc.
DISTRIBUTORS FOR RITE-IN-THE-RAIN
Tagboard Labels.
Send for Samples and Prices.

Write for our Catalog

A. MCGILL & SON FAIRVIEW, OREGON

Wholesale only

CONSTANT VIGILANCE RESULTS
IN QUALITY STOCK

Fruit Tree Seedlings
Flowering Ornamental Trees
Shade Trees

Combination carloads to Eastern
distributing points.

Write for our List

Eastern Representative:

Frank C. Donovan
5056 Washington Blvd.
Chicago 44, Ill.

MILTON NURSERY CO. MILTON Since 1878 OREGON

Flowering, Ornamental and
Shade Trees

Oregon and Washington-grown
Fruit Tree Seedlings

Angers Quince
Rooted Cuttings

Our Combination Carlots to
Eastern Distributing Points assure
minimum transportation cost.

Use your letterhead for corre-
spondence.

QUALITY from the NORTHWEST

FRUIT and NUT TREES

Select Grown for the Retail Yard

Shade and Flowering trees, Berries,
Small Fruits, Rhododendrons, Azaleas
and Camellias.

Write for Wholesale Catalog and List.

CARLTON NURSERY CO.
"Over Half a Century"
FOREST GROVE, OREGON

DOTY & DOERNER, Inc. 6691 S. W. Capitol Highway

Portland 1, Oregon

•
Wholesale Growers
of
General Nursery Stock

F. A. DOERFLER & SONS NURSERY

150 N. Lancaster Drive
SALEM, ORE.
Phone: 2-1322

ROSES—TREE ROSES

Reservations made for 1949-50 season.
Good varieties—excellent quality. Write
for list.

Pacific Northwest Rose Nursery
P. O. Box 261 GRESHAM, ORE.

N. VAN HEVELINGEN

WHOLESALE GROWERS OF
FINE BULBS AND ROSES

140th and Sandy Boulevard
P. O. Box 5076, Portland 13, Ore.

LILY BULBS FOR FALL PLANTING

Our Complete Trade Price list of
Northwest-grown Lily and Miscellane-
ous Bulbs is now ready for distribu-
tion. Your copy will be mailed promptly
upon request.

EDGAR L. KLINE
Lily Specialist Lake Grove, Oregon



We pay shipping costs on lining-out stock to all points in the United States, Canada and Alaska. No packing charge is made on either lining-out or balled stock.

SHERWOOD NURSERY CO.

EVERGREENS - Propagators & Growers
Wholesale Only
141 S.E. 65th Ave., PORTLAND 16, ORE.

Tested California-grown

PERENNIALS

Place your order now for fall delivery. Write for wholesale list.

PAGE MILL NURSERY

Station A
Palo Alto, Calif.
3 1/2 Miles West of
El Camino Real
on Page Mill Road

"When It's

TREES

See Hagen"

LARGE VARIETY OF TREES;
also Contract Growing

WANTED

All Types of Tree
Seeds, Seedlings and
Grafted Stock



HAGEN

NURSERY
826 S. Baldwin Ave.
ARCADIA, CALIF.

DORMANT, BARE-ROOT ROSES BUSHES . . CLIMBERS

ORDER WEEKS TOP-QUALITY ROSES
WRITE NOW FOR BEST SELECTION

We still have varieties in a good color range, both patented and popular.

WEEKS WHOLESALE ROSE GROWER

O. L. WEEKS
R.F.D. 3, BOX 323,
SANTA ANA, CALIF.



for that purpose, it has to be given quite a little shade and even then fades to a poor color. On the other hand, its old-rose, shaded Burgundy color makes a grand cut flower. For cutting, it may be given the sunshine that all Orientals like and, cut as soon as open, makes a lovely cut flower. The bottoms of cut poppy stems should be burned to a crisp just as soon as cut to make them stand up.

Thoughts on Perennial Strawflowers.

The helichrysums best known in gardens—in fact, about the only ones known at all—are in the form of the popular strawflowers. Yet the genus contains much good garden material of a perennial nature. At one time in my gardening career, there were quite a number (fifteen or more) under trial, and most of them proved worthy of culture. Although not many (none of the Australian or Tasmanian species) were hardy in the open this far north, several from Asia Minor, including the woolly *H. anatolicum* and *H. arenarum*, are entirely so and thus are useful as well as quite lovely garden material, not only because of their lovely foliage, but also for their ingratiating habit of flowering in summer. The hardy kinds, which include *H. lanatum* and *H. niveum* and perhaps others, should make good items for the neighborhood grower, being unusual in this country and attractive at all seasons.

What I really had in mind, though, when this note came to mind was the Corsican species, *H. frigidum* (not too frigid, though). It is a curiously beautiful plant, not hardy in my climate and too hard to manage, I suspect, for the careless gardener. After growing it in pots for several years, it was my considered opinion that its lovely, glistening white, everlasting flowers, on 2-inch stems, over mats of gray foliage, would be worth the care needed to keep it. It seems happy in sections where its Corsican upbringing permits garden culture. In the open, where hardy, it is said to require a very gritty soil, full sunshine and water from below.

Carnation J. M. Bridgeford.

A New York correspondent, new to the nursery business and commencing sales next year, asks about the hardiness of carnation J. M. Bridgeford, and its desirability as a garden plant. Until this year, with it and a number of other pinks under test here again, I did not grow it since before the war and shall have to depend upon memory to answer this query, for I find only one brief note on it.

As I remember, it was about as

PAPER LABELS



The paper we now use is the toughest waterproofed paper made. Send for our latest samples — You will like them.

SYcamore 3-9464

CARSCALLEN

Nursery Label Company
65 WEST UNION ST. PASADENA, CALIF.



HAVEN

DANISH PEAT MOSS

Finest-quality Horticultural Moss

JUMBO-SIZE BALE

H. V. NOOTBAAR & CO.

890 S. ARROYO PARKWAY
PASADENA 2, CALIF. PYramid 1-2171
also
600-16th St., OAKLAND 12, CALIF.
Phone: TWIn Oaks 3-9072

PEAR SEEDLINGS CHINESE ELM SEEDLINGS BARTLETT PEAR TREES

Clean, healthy, hardy Yakima Valley-grown stock.

WASHINGTON NURSERIES

Toppenish, Wash.

LANDSCAPING THE HOME GROUNDS

by L. W. Ramsey.

Elementary design and planting. Pen sketches, charts and text show the reader how to beautify his home. 169 pages. 76 half-tones and 99 sketches. (1930).

Price, \$3.00 postpaid.

AMERICAN NURSERYMAN
343 S. Dearborn St. Chicago 4, Ill.

BALED SHINGLE TOW (CEDAR SHAVINGS)

WM. A. JOHNSTON

1772 N. W. 15th St. Portland 9, Ore.

hardy as the Chabaud strain, which means that it scarcely would be safe in the open north of St. Louis unless well protected. It has about the largest flowers of all annual carnations that I know, rivaling the best greenhouse product in that respect, and the colors are both various and pleasing. Unfortunately it has the abominable habit of calyx splitting and to a greater degree than most of the annuals, the large size of the flowers being one contributing factor, I suppose. Notwithstanding that fault, it would attract your customers' attention by its size alone. Handling it in the latitude of New York, I should sow seeds indoors in January and grow them along indoors and in frames in pots until selling time. A few plants carried over in frames to supply flowers at the usual selling season would be all the advertising one needed for the plant.

JACKSON & PERKINS ROSE FESTIVAL DRAWS 200,000.

An estimated 200,000 persons visited the rose display gardens of Jackson & Perkins Co., Newark, N. Y., during the Fashion rose festival, sponsored by the firm June 18 to July 4. The firm's newest rose introduction, a coral-gold floribunda, named Fashion, was the main feature of the event, and blooms were at their best during the festival.

More than 25,000 persons were drawn to Newark and the Jackson & Perkins rose garden June 25 by the annual kiddies' parade. Floats from twenty near-by towns supplemented the hundreds of decorated bicycles, carriages and pets which added color to the parade.

In the rose festival queen contest fifty-two girls represented twenty-six communities. Judges John R. Powers, head of the Powers model agency; A. Richard Guylay, and Helen Joyce selected Mary Peer, a 16-year-old high school girl from near-by Ontario, N. Y., as queen.

RECENTLY moved from Mountain Park, Okla., to 1107 East Pecan street, Altus, are the Newberry Flower Shop & Greenhouses. The firm, formerly known as the Newberry Nursery & Greenhouse, is owned by Marjorie Newberry.

PAUL R. NELSON, formerly associated with the Anderson Greenhouses, Lindsborg, Kan., plans to operate a nursery in conjunction with the flower shop which he recently opened on East State street, Lindsborg. He already has set out a large number of evergreens.

WANT ADS

Help and Situation Wanted and For Sale advertisements.

Display: \$3.00 per inch, each insertion.

Lines: 25¢ line; minimum order \$2.00

FOR SALE

Nursery consisting of 10 acres, 8 of which are planted in general nursery stock—evergreens, shrubs, shade trees and a few fruit trees. Located 2 miles east of Centralia, Ill., on State Highway 161. One 3-room house with bath, closet, pantry and garage; modern, except heat. One 3-car concrete block garage with office. Nursery is well stocked and cultivated clean.

THAD WHITE NURSERY

Rt. 1 Ph. 2036 Centralia, Ill.

FOR SALE

Large Connecticut Nursery. Splendid location on main highway. Close to three good-size cities. A well established and profitable business as well as a fine 125-acre property. Has lovely home. Is fully stocked and equipped and is a real bargain for only \$60,000.00. Terms arranged.

Write, HORTICULTURAL REALTY CO., 135-18 Northern Blvd., Flushing, L. I., N. Y., exclusive agent.

FOR SALE

Thriving nursery and landscape business. Modern 6-room stucco home, 2-car garage, other equipment. One acre of the finest grafted evergreen Junipers for landscape use in this locality. Good stock of blue spruce. Business in Tri-City area of 30,000 population.

OGLESBY NURSERY & LANDSCAPE SERVICE
321 N. Kenosha Ave. Oglesby, Ill.

NURSERY FOR SALE

A REAL BUY
On account of death of owner, heirs will sacrifice well established nursery. Over 10,000 trees and shrubs. 30 acres of land. Complete set of modern buildings and equipment. Irrigation system. 30 minutes from Twin Cities on paved highway. Write:

J. P. KOELSCH REALTY, REALTORS
2321 Hennepin Minneapolis 5, Minn.

FOR SALE OR PARTNERSHIP

Small north Iowa nursery. Good opportunity for young man with small capital. Owner wishes to retire.
Reply Box 639, care of American Nurseryman.

FOR SALE—Thriving nursery and florists' business in south Michigan. Greenhouse, storage barns, large acreage. All landscape tools. Modern home and flower shop. A money-maker. Reason for selling, ill health. For particulars, address Box 638, care of American Nurseryman.

FOR SALE—Well established nursery. Owner retiring. 24 acres; 17 planted with fine-quality material. Buildings and greenhouse in excellent condition. Price right and good terms. BERNATH'S NURSERY, Pleasant Valley, N. Y.

A DESCRIPTION of an outdoor living room by Stanley McIntosh, Turner Bros. Nursery, West Long Branch, N. J., was recorded recently and broadcast over station WJZ.

FOR SALE

Nursery with modern equipment. Profitable. Doing over \$6,500.00 annually. Complete stock and all necessary equipment for sale. Total price \$35,000.00. 25-year lease. One of the best locations in southern California.

J. B. HODGES NURSERY

P. O. Box 7042, Long Beach, Calif.

FOR LEASE

OPTION TO BUY LANDSCAPE NURSERY SALES GROUNDS

Best location in Chicago. Over 200-ft. frontage. Office and living quarters, cottage; suitable for couple. Excellent running business. Beautiful, all salable evergreens, flagstone, etc. Complete landscape material. Owner will cooperate. Will arrange reasonable terms with right party.

H. C. GARDNER

LANDSCAPE NURSERY

6037 Milwaukee Ave. Chicago 30, Ill.

Phone: Newcastle 1-2098

HELP WANTED

Young man, approximately 35 to 45 years old, for mail-order department of leading eastern nursery. Must be good correspondent, with a knowledge of ornamental nursery stock, roses, perennials, etc. Interest in advertising and selling an asset. Excellent opportunity for advancement. In reply, kindly state age, education, salary desired, present employment and all other essential particulars. All replies strictly confidential. Address Box 631, care of American Nurseryman.

HELP WANTED

Man to work on sales lot. Prefer one of middle age. To man and wife without children will give free rent in furnished house. (Owner and wife must live with 6 months of the year.) Must know how to B&B, wait on trade and have some knowledge of assorted stock.
ALDRICH'S NURSERY
Farmington, Mich.

HELP WANTED

Propagator wanted with experience in general propagation from cuttings, particularly in broad-leaved evergreens and bedding plants. Located in northern Sacramento valley of California. Place to live available. Good pay to man of proven ability. Address Box 640, care of American Nurseryman.

FOR SALE

Well established nursery. Nineteen acres of nursery stock, fruit trees and small fruit. Adjacent to a rapidly growing town of 30,000. Price: \$38,000.00, including all equipment, trucks, tractors and machinery. A set-up, ready for business. Owner wishes to retire.

GATES NURSERY, Rapid City, S. D.

CLASSIFIED ADS

25 cents per line.

Minimum order, \$2.00.

AZALEAS

HARDY AZALEA LINERS.
Kaempferi—Fedora, Carmen, Louise, Mme. Butterfly, Atlanta, Also, Hinodegiri, Ledifolia Alba. Well branched, 6 to 8 ins., \$45.00 per 100. Send for sample photo. Pleris Japonica, 8 to 10 ins., \$45.00 per 100. No packing charge. Cash with order.
GREENSTOCK NURSERY
(Route 112, between Station and Coram)
Port Jefferson Station, L. I., N. Y.

AZALEAS

Hinodegiri, Pink Pearl, Hinomayo, Snow, Ledifolia Alba, Magnifica, Coral Bells, Amoenia and choice mixed. Rooted cuttings, ready in September. \$6.00 per 100. Transplants, ready in spring (May), \$13.00 per 100. Shipping free. Cash with order.

Box 144 BUCKINGHAM NURSERY, Buckingham, Pa.

AZALEAS

Thousands of beautiful plants in many varieties. Now booking orders for fall. Place your order early to avoid disappointment.
TANKARD NURSERIES
Exmore, Va.

BERRY PLANTS

BLUEBERRY PLANTS.
4 yrs. old this fall, three times transplanted, 12 to 18-in. field plants, heavy. Rancocas, Cabot, Rubel and Jersey, \$6.00 per doz., \$45.00 per 100. Limited supply, so order early.
JOHN R. GIRARD EVERGREEN NURSERY
1743 W. Prospect Rd., Ashtabula, Ohio

BULBS AND TUBERS

IRIS SPECIAL—Strong stock for resale. Al-ju-we, Crystal Beauty, Dauntless, Gold Standard, Nene, Winesheik, Zua. Fall Iris: Autumn Queen, Autumn Haze, E. Roosevelt, Southland, Jean Siret, Dwarf Rose Mist, earliest dark blue, \$1.00 per 10, cash with order.

HELMAN'S PERENNIAL GARDEN
Salem, Ohio

CAMELLIAS

OREGON-GROWN CAMELLIAS.
Healthy rooted cuttings, liners from finest stock plants in Pacific Northwest. Most popular varieties; many rare varieties, featuring Finlandia (white), Pres. Lincoln (red).
Stock available for immediate shipment.
Space now available for new rooting contracts.

Special contract rates.
LINDHURST NURSERY
4908 S. E. Roethe Rd., Milwaukie 22, Ore.

EVERGREENS

SEQUOIA SEMPERVIRENS.

Well established stock.
In 2½-in. pots.
\$16.00 per 100, F.O.B. Monrovia.

MONROVIA NURSERY CO.
P. O. Box 196 Monrovia, Calif.

LINING-OUT STOCK.

Out of 2½-in. rose pots.
Per 100
Pyracantha lalandi \$15.00
Pyracantha pauciflora 17.00
Lonicera heckrotti 15.00
Euonymus japonica 15.00
Juniperus sabinia 18.00
Juniperus sabinia Von Ehron 18.00
Juniperus pfitzeriana 18.00
Juniperus scopulorum kenyonii (The
Dewdrop Juniper) grafts 50.00
All the above are well established plants
out of 2½-in. deep rose pots. Minimum order,
50 of a kind. No packing charge for cash with
order.
KENYONS NURSERY Dover, Okla.

NORWAY SPRUCE.
Twice transplanted and regularly sheared.
Dark green foliage.
2 to 3 ft. \$2.00 each
3 to 4 ft. 3.00 each
No boxing or shipping; terms, cash.
B&B at the nursery.
SCHNEIDER'S NURSERY
Bowie, Maryland

COLORADO BLUE SPRUCE.
Highest Quality Liners and Finished Trees.
PRICES PER 10. Order lots 10 to 50, incl.
all packing and crating charges, F.O.B.
nursery.

	Sizes	Silver	Med.	Bed
Transplanted ins.	Blues	Blues	Run	Greens
BARE ROOTS, wrapped in wet moss:				
X	4 to 8
XX	8 to 12
XXX	12 to 18	\$24.50	\$10.60	8.95 \$6.80
	18 to 24	31.30	17.40	14.10 10.20
BALLED & BURLAPPED or Cloverset Pots:				
XXX	12 to 18	\$27.20	\$13.30	\$11.65 \$9.30
XXX	18 to 24	35.00	21.00	17.70 13.80
XXX	24 to 30	45.20	30.30	26.30 19.70

A few larger trees available.
5 per cent discount for order lots of 51 to 500.
10 per cent discount for order lots over 500.
Lower prices for delivery to customer's truck.
Cash with order or before shipment.

H. W. WEBER
16 Summer St. Weston 93, Mass.
Revised prices effective August 1, 1949.

FRAXINUS UHDEI.

(Evergreen Ash)
Stock is sturdy and well established
In 2½-in. pots.
\$15.00 per 100, F.O.B. Monrovia.

MONROVIA NURSERY CO.
P. O. Box 196 Monrovia, Calif.

LINING-OUT STOCK.

EVERGREENS, potted.
Pot size Per 100
Taxus cuspidata 2½ to 2½-in. \$22.50
Taxus hickii 2½-in. 25.00
Thuja pyramidalis 2½-in. 20.00
Thuja pyramidalis, Imp. 2½-in. 20.00
Thuja woodwardii 2½-in. 17.50

SHRUBS.
Deutzia gracilis 2-in. 10.00
Euonymus radicans erecta 2½-in. 12.50
Viburnum burkwoodii 2½-in. 35.00
2 per cent discount for cash with order,
packing without cost.

THE HOLLANDIA GARDENS
South Vienna, Ohio

PYRACANTHA FORMOSANA—\$15.00 per 100
(The large Red berry.)
Booking orders now for fall delivery.
Grown from cuttings. Shipped to you from
2-in. pots. True, beautiful plants with ex-
cellent root system. Terms: Cash.
EAST COAST GREENHOUSES
Kingstree, S. C.

EVERGREEN LINERS.
30,000 Andorra Juniper, 2 to 10 ins.; T.
\$12.50 per 100, \$100.00 per 1000. Cash with
order. Packing and shipping free. Write for
complete list of B&B and lining-out stock.
Order early.
WHERRY'S NURSERIES, St. Marys, W. Va.

HEMLOCK LINERS.
50,000 nursery-grown, lining-out Hem-
locks for fall delivery at prewar prices. All
sizes up to 24 inches.
Prices and samples sent on request.
VALENTINE NURSERIES
Cosby, Tenn.

COLORADO SPRUCE, B&B.
1500 Picea pungens, 1½ to 4 ft. Good color
but not glauca. \$1.00 per ft., F.O.B. nursery.
No crating or rail shipments.
BROOKFIELD GARDENS
Rt. 6 Delaware, N. J.

HEMLOCK HEDGE (500 feet).
6 to 8-ft. sheared plants in good condition.
Good digging. Reasonably priced.
HACKETTSTOWN NURSERIES, Inc.
Phone 287 Hackettstown, N. J.

EVERGREEN LINERS at reduced prices.
List ready in August.
BRADEN NURSERY
P. O. Box 1463 Portland 2, Maine

FRUIT TREES

PEACH TREES of new and standard varie-
ties for use as certified bud source.
PEACH RIDGE FARMS
John T. Bregger, Horticulturist
Clemson, S. C.

GROUND COVERS

AJUGA GENEVENSIS, excellent evergreen
ground cover, hardy, blossom resembles small
delphinium, 6 ins. high, mass of blue in May,
2-year plants, \$4.00 per 100.
LONGMEADOW NURSERIES
15 Parkside Longmeadow, Mass.

HARDY PLANTS

GYPHOPHILA BRISTOL FAIRY.
Strong, grafted pot plants
Per doz. Per 100 Per 1000
2½-in. pots \$3.00 \$20.00 \$180.00
2½ at the 100 rate. 250 at the 1000 rate.
BLUE ACRE GARDENS
R. R. 3, Box 162 Piquette, Ohio

PEONIES

Clean, healthy, state-inspected stock,
standard 3 to 5-eye divisions.
Per 10 Per 100
Baroness Schroeder \$ 4.50 \$ 40.00
Cornelia Shaylor 4.50 40.00
Felix Crousse 4.50 40.00
Kelway's Glorious 12.50 120.00
Laura Dessert 7.50 70.00
Martha Bulloch 8.00 75.00
Mons. Jules Elie 5.00 45.00
Nimbus 8.00 55.00
Phyllis Kelway 5.00 45.00
Reine Hortense 5.00 45.00
Richard Carvel 6.50 55.00
Sarah Bernhardt 4.50 40.00
TERMS: Cash with order. Prices are F.O.B.
Techny, Ill.

Send for complete wholesale list.
MISSION GARDENS Techny, Ill.

PERENNIALS.

New and Standard kinds.
A most modern and complete selection.
New Wholesale List now ready.
Send for your Free Copy Now.
CARROLL GARDENS
Box 16 Westminster, Md.

LYTHRUM MORDEN'S PINK
Strong rooted cuttings.
Immediate delivery.
\$6.00 per 100; \$50.00 per 1000.
PLANE-VIEW NURSERY
Newport, R. I.

PEONIES.

500 nice Fernleaf Peony roots (Paeonia
tenuifolia). Double, deep red, and also some
single. Write for prices.
HOME NURSERY
St. Ansgar, Iowa

HARDY PERENNIALS. We are growers
of both seeds and plants of hardy perennials
in large assortment, many hundreds of kinds.
Ask for Special Wholesale Price List.
REX, D. PEARCE, Dept. N, Moorestown, N.J.

America's Best Source
for Hardy Plants is
THE WAYSIDE GARDENS
Mentor, Ohio
Write for Trade List.

Pansies, perennials and rock plants in
wide variety. Send for catalog.
PITZONKA'S FANSY FARM
Bristol, Pa.

ROSEBUSHES

ROSES.
We have the following excellent No. 1,
2-year-old, field-grown rosebushes, above our
regular requirement. We offer them for de-
livery this fall only at \$35.00 per 100.
1500 Eldorado, yellow
1500 Konigin, satiny pink
1500 Killarney, Du. White, pure white
1500 Mrs. W. C. Miller, salmon-rose
2500 McGredy's Scarlet, crimson-scarlet.
Ask for prices on the entire amount.
BROOKVIEW NURSERIES
Glen Head, N. Y.

SEEDS

TAXUS CUSPIDATA SEEDS.
New crop just arrived from Japan.
\$6.00 per pound.
AMERICAN BULB CO.
1335 W. Randolph St.
Chicago 7, Ill.

PEACH PITS for planting. Southern col-
lected; high germination. Small, about 6,000
seeds per bushel, \$3.50; medium, about 5,000,
\$3.00; large, about 4,000, \$2.50. **RIVERDALE**
NURSERIES, Riverdale, Ga.

SEEDS OF HARDY PERENNIALS.
540 Varieties and Species
offered in our Special Wholesale Price List of
perennial seeds and plants. Sent on request.
REX, D. PEARCE, Dept. N, Moorestown, N.J.

SHRUBS AND TREES

TAXODIUM DISTICHUM—We can fur-
nish this scarce and beautiful tree in sizes
3 to 4 ft. and up to 7 ft., B&B. Our plants
are bushy and straight.
ACER SACCHARUM—We have many thou-
sands of these in all sizes from 3 to 12 ft.
The finest lot we ever saw.
THE WING NURSERIES
Mechanicsburg, Ohio

EUROPEAN WHITE BIRCH SEEDLINGS.
We offer these in grades from 6 ins. up to
24 ins. Write for prices, stating quantity
wanted.

VILLA NURSERIES
Montavilla Sta., P. O. Box 6137
Portland 16, Ore.

PINK DOGWOOD OUR SPECIALTY.
3 to 4 ft. \$2.00 each
2 to 3 ft. 1.50 each
18 to 24 ins. 1.00 each
12 to 18 ins.75 each
KE HAWKERSMITH NURSERY
Winchester, Tenn.

SUPPLIES

GIBRALTAR Frost Covers pay for them-
selves. Economical, long-lasting, ideal for
windbreaks. 6 ft. wide; 50 ft., \$13.75; 100 ft.,
\$26.00; 150 ft., \$39.00. **NEW AMSTERDAM**
IMPORT, 122 Chambers St., New York 7, N.Y.

Made from a good grade of Southern Yellow Pine, since Cypress is not available. Standard specifications, inside measurements.

16x12x3 1/2	\$16.25 per 100
16x14x3 1/2	20.50 per 100
20x14x3 1/2	20.00 per 100
20x14x3 1/2	23.00 per 100
22 1/2 x 15 1/2 x 3 1/2	22.00 per 100
22 1/2 x 15 1/2 x 3 1/2	25.00 per 100

All other sizes quoted on request. Prices F.O.B. Birmingham.

We are manufacturers, not jobbers. Freight to any point is a small item per Flat. Our Flats are the best. Why pay more? Our quality guaranteed. Prompt shipment, any quantity. Attach check to order.

We make mixed shipments of flats, plant boxes and spray boards.

HIGHTOWER BOX & TANK CO.
Birmingham, Ala.

DAHLIA OR TREE LABELS.

	Plain Painted	Price per 1000
3 1/2 x 5/8 ins., notched, not wired.	\$2.50
3 1/2 x 5/8 ins., wired	3.00

POT LABELS.

4x 5/8 ins. (cartons 1000 each).....	2.50
5x 5/8 ins. (cartons 1000 each).....	2.75
6x 5/8 ins. (cartons 1000 each).....	3.25
8x 5/8 ins. (cartons 500 each).....	2.50
10x 5/8 ins. (cartons 500 each).....	3.00

GARDEN STAKES.

	Price per carton.
8x 3/4 ins. (cartons 250 each).....	2.00
10x 3/4 ins. (cartons 250 each).....	2.25
12x 1 1/4 ins. (cartons 100 each).....	1.25

Our labels are perfectly white and smooth on both sides and are pronounced by growers the best and most economical.

YOHO & HOOKER Youngstown 2, Ohio

CAMOSHADE.

WAR SURPLUS CAMOUFLAGE NETTING. Just the thing for a new partial-shade house. Hundreds now in use for sun, wind and frost protection. They are being used to shade azaleas, camellias, mums, seed beds, cuttings and tender plants. Makes attractive covering for salesyards. Also for all other uses in the nursery and floral industry where partial shade and plant protection is necessary. Treated against mildew and rot. Will last for years. Most economical to use. 3 sizes available now. F.O.B. our shipping point. Supply limited.

22 ft. x 22 ft., \$ 8.25 each
29 ft. x 29 ft., 9.95 each
36 ft. x 36 ft., 14.25 each

WILSON BROS.
Newsome 6, Texas

Summer is the time to build new low-cost shade houses, or to replace your old without lath or slat houses with Brand-New Low-Cost Heavy Steel Wire Netting. This material is made of 16-gauge steel wire 2x6-in. mesh, garnished with steel wool and coated with high-grade enamel. Each roll is 75 ft. long by 6 ft. wide, containing 450 sq. ft. inexpensive and easy-to-construct lath houses built with this netting provide uniform shade ideal for Azaleas, Camellias and for all other plants. Available for immediate shipment. Write for descriptive folder and prices to cover any quantity you may need from one roll to carlot shipments.

H. M. OWEN E. A. FARLEY
P. O. Box 946 3333 Gentilly Blvd.
Columbus, Miss. New Orleans, La.

BULK PEAT.

Why pay for expensive packaging? Get more for your money in bulk and save the difference. Same quality as our burlap-bagged material which has found favor throughout N. E. section of the U. S. pH 4.5, contains nitrogen. Shipped by truck up to 100 miles; carloads anywhere at the following low prices:

Amount	Per yd.
14 cu. yds.	\$5.25 F.O.B. bog
17 cu. yds.	5.00 F.O.B. bog
20 cu. yds.	4.75 F.O.B. bog
Carloads	4.50 F.O.B.

*F.O.B. Junius Station, N.Y.C.R.R.

60 Pearl St. JUNIUS PEAT CO. Lyons, N. Y.

IMPORTED CHINESE TONKIN CANES. Strong—smooth—long-lasting.

The best Bamboo plant stake.

Contents	Price per bale per bale
4 ft., 1/2 to 3/4-in. diam.	500 \$19.50
5 ft., 3/4 to 1-in. diam.	250 14.75
6 ft., 1 to 1 1/4-in. diam.	125 13.50
7 ft., 1 1/4 to 1 1/2-in. diam.	150 15.25
8 ft., 1 1/2 to 1 3/4-in. diam.	100 13.00

Bale lots only. Quantity discounts: 10 bales up less 5 per cent, 25 bales up less 7 1/2 per cent.

McHUTHISON & CO.
55 Chambers St. New York 7, N. Y.

SPRAY BOARDS.

Good-quality spray boards, from southern Yellow Pine.

16x2 1/2 x 1/4	Each
14x2 1/2 x 1/4	\$0.02
12x2 1/2 x 1/401

All other sizes quoted on request. Prices F.O.B. Birmingham. Prompt shipment, any quantity. Attach check to order.

We make mixed shipments of flats, plant boxes and spray boards.

HIGHTOWER BOX & TANK CO.

Birmingham, Ala.

SPECIAL OFFER—BIG SAVING!

Three cars, solid Rattan Bamboo Cane Stakes, Green Dyed—far superior to the hollow Cane. Florists, nurserymen and dealers have accepted this as the finest Cane for staking in existence. Order immediately by the bale. Shipped direct from the car.

Bale of 2000	Bale of 2000
1-ft.	\$ 9.90 3-ft. \$16.60
1 1/2-ft.	7.95 3 1/2-ft. 18.55
2-ft.	10.50 4-ft. 23.25
2 1/2-ft.	13.50

F.O.B. Chicago.

AMERICAN FLORIST SUPPLY CO.
A Division of American Bulb Co.
1335 W. Randolph St. Chicago 7, Ill.

PLANT BOXES.

KNOCK-DOWN PLANT BOXES. Ends of good grade southern Yellow Pine, sides and bottoms of one piece 1/4-in. Masonite.

Standard specification, inside measurements.	
12x5x5	\$12.00 per 100
15x5x5	16.00 per 100

All other sizes quoted on request. Prices F.O.B. Birmingham. Prompt shipment, any quantity. Attach check to order.

We make mixed shipments of flats, plant boxes and spray boards.

HIGHTOWER BOX & TANK CO.
Birmingham, Ala.

MICHIGAN PEAT.

"HIGH NITROGEN-QUALITY PEAT" gives results you can't beat. For 30 years, trade's favorite. pH 4.8 per cent organic. Fine, medium, coarse. Write for free sample.

2 to 19 bags (100 lbs.—4 bu.).....	\$1.65
20 to 200 bags (100 lbs.—4 bu.).....	1.60

F.O.B. peat bags, Cane, Mich. Dealer franchises open. Tests prove M. P. does better job. WHY PAY MORE? ORDER TODAY!

MICHIGAN PEAT, Inc.
267 Fifth Ave., New York 16, N. Y.

CAMOUFLAGE WIRE.

Excellent protection against frost and sun. Used over beds, shade houses, greenhouses, sales grounds, etc., with satisfaction by hundreds of growers. Rolls, 6 ft. wide by 75 ft. long. Consists of steel wool on pliable, welded wire fencing. Only \$6.00 per roll, cash with order. Large lots quoted.

TANKARD NURSERIES

Exmore, Va.

PEAT MOSS.

Highest-quality acid sphagnum peat moss weighing about 5 lbs. per loose bushel, 120-lb. hydraulic-compressed bales, \$3.25 each; 10 or more bales, \$3.00 each. Large burlap half-bale bags, \$1.60 each; 10 or more, \$1.50 each.

COLBY PIONEER PEAT CO., Inc.

Hanlontown, Iowa

MINNESOTA WHITE CEDAR FLATS.

12x16x2 1/2	\$18.25 per 100
14x20x2 1/2	22.00 per 100
14x20x3	25.00 per 100

Other sizes quoted on request. Also crating and other lumber, Aspen and Pine. F.O.B. Cook, Minn. Attach check.

H. C. HILL & SONS, Cook, Minn.

WISCONSIN'S QUALITY SPHAGNUM

MOSS.

Clean, long-fibered, solidly packed in burlapped or wired bales of standard size, direct from drying beds. None better.

Trucked when feasible.

WARRENS MOSS CO., Box 7, Warrens, Wis.

HIGH NITROGEN HORTICULTURAL PEAT.

Unexcelled for soil-improving work. Used by leading growers for a quarter century. One 3-bushel bag, \$1.25; 10 bags, \$1.15; 25 bags or more, \$1.00 each.

COLBY PIONEER PEAT CO., Inc.

Hanlontown, Iowa

SPHAGNUM MOSS.

Large, well pressed burlapped bales, \$1.25. F.O.B. City Point. Cash with order. Write for prices on wire bales and carlots. Immediate shipment.

THOMAS RESHEL

City Point, Wis.

REDWOOD PLANTER TUBS, beautifully designed, well constructed of seasoned California redwood. Treated to prevent weather stain. Many sizes. Write for catalog and price list.

BETTER WOODCRAFT

Rosemead, Calif.

SEED STORE FIXTURES

Bins, Cabinets.

WALKERBILT WOODWORK, Inc.

Penn Yan, N. Y.

CEDAR STAKES last a long time. Per 100: 4-ft., \$11.00; 3-ft., \$9.00; 2-ft., \$7.00. They are small trimmed tree trunks. Shipped F.O.B. on cash with order. J. MILLER POTTER NURSERY, East Springfield, N. Y.

PRINTING—Letterheads, Billheads, Statements, Cards, Envelopes, Tags, Blotters, Folders, Samples sent.

J. GARLAND HILL, Dept. A, Seaford, Del.

WANTED

WANTED TO BUY.

1000 Taxus cuspidata, lining-out size.
1000 Polyantha Roses.
Please quote prices.
STEELE'S NURSERIES Palmyra, N. J.

SECRETARY'S REPORT.

[Continued from page 24.]

millions more must constantly demand retrenchment, lest those who seek increased government largesse will not only continue to drown out our protests, but also will continue to outvote us.

As our national councilor has so aptly said in his report, we as an association rightly concern ourselves with the larger aspects of the economic climate in which we must do business. Economy in government is one of these, else we shall fall to economic servitude to our own government, the creature of our own building, "hiring ourselves," as Jefferson said 133 years ago, "to rivet their chains on the necks of our fellow-sufferers."

For whatever it may be worth and to whatever good use it may be put, I recommend that a proper statement be drafted expressing our concern as to the financial trend of our federal government and resolving to pledge ourselves individually and collectively to work for strict economy in government expenditures, federal, state and local.

Twelve years I have reported to you. Never before have I felt that any great national issue should be brought within the purview of my messages. But this issue of government expenditures, taxes, waste of taxpayers' money and extravagance in government is of such magnitude today, and of such tremendous importance to the very perpetuation of our form of government, that I break all precedents and recommend that you seriously concern yourselves with the problem and do something about it. Fiscal collapse is the first curve on the road to a socialistic state, the nationalization of our public service enterprises and a rigidly controlled economy in which private enterprise and the profit system cannot exist. Basically an optimist, I can see nothing optimistic about our current trend in federal fiscal affairs.

Conclusion.

I have said nothing at all about the many serious legislative matters with which the Washington office has been concerned during the past year, nor have I mentioned the continuous problem that various domestic and international quarantine matters pose to the industry from day to day. I urge you all to read the committee reports, because by so doing you will get an appreciation of the scope of A. A. N. activities.

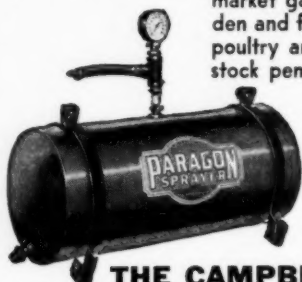
I want to urge you all to read both our news letters and our "Dividends"

PARAGON SPRAYER NO. 3

Now with 4-gallon auxiliary compression tank
Eliminates continuous pumping.

Spray continues at high pressure long after pumping stops.
A one-man operation instead of a two-man job.

Faster, easier, better spraying for greenhouse, nursery, orchard, market garden and for poultry and stock pens.



Model 3-P
\$44.95



Complete with spray hose, extension pipes, nozzle, auxiliary tank and air gauge. Single wheel truck if specified.

Bolted to frame of truck in a jiffy, this auxiliary compression tank makes a semiautomatic, super-spraying outfit of the world's most popular hand-operated sprayer—PARAGON NO. 3.

Price of tank with hose connections, air gauge and mounting brackets as shown — \$15.00 F.O.B. factory.

THE CAMPBELL-HAUSFELD CO.

503 State Avenue

Harrison, Ohio

Please Mention AMERICAN NURSERYMAN When Writing Advertisers.

FLECK'S SEEDS

AND SUPPLIES CATALOG

ROOTING POWDERS
CUPRINOL — WATER HOSE
TERRA-LITE — SPRAYERS

Get our catalog and fall bulb list.

RAYMOND A. FLECK, Inc.
1042 Allengrove St. Phila. 24, Pa.

We Offer a Complete List of
HARDY TREE SEEDS

Write for a list of varieties and prices.

YOKOHAMA NURSERY CO., Inc.

1337 W. Randolph St.
CHICAGO 7, ILL.

31 W. 27th St.
NEW YORK 1, N. Y.

CHARLES SIZEMORE Traffic Manager

319½ Georgia St., Louisiana, Mo.

Loss and damage claims against railroad and express companies collected.

Freight bills audited.

Past due notes and accounts collected.

Well known to the nurserymen of the country.

Reference: Bank of Louisiana.

PEACH PITs

California Lovell Seeds

also

Apricot and Myrobalan Seeds
1949 crop

By ton or car.

Write for prices.

GRAY NURSERIES

P.O. Box 498 Elverta, Calif.

LOVELL PEACH PITs

	Per Bu.
1 to 5 bu.....	\$3.00
5 to 25 bu.....	2.85
25 to 100 bu.....	2.75
100 or more.....	2.50

F.O.B. Dansville

KELLY BROS. NURSERIES, Inc.
DANSVILLE, N. Y.

SEEDS

Collectors of Tree, Shrub and
Wild Flower Seeds
Crude Drugs and Ornamentals

E. C. MORAN Stanford, Mont.

Baled Straw and Marsh Hay
Wire-tied.

Truckloads or carloads.

\$10.00 per ton.

KOPFF & WECKWORTH
Beaver Dam, Wis.

Letters as they are issued, because in them you will find reports on current progress of your association's work at Washington, predictions as to what lies ahead and a reporting service on the nation's affairs as they affect your business. It is easy for us to be down on those things which we are not up on. Our Washington letters will keep you "up" on things.

I urge you to expand your sales efforts. Most lines of business are down in volume—advertising efforts as indicated by newspaper lineage are on the increase. Our dollar volume, as indicated by our dues returns as of July 1, is up approximately six per cent over last year. But we shall lose in the race to maintain our relative economic position unless we, too, increase our sales efforts. I suggest that you make use of the many sales aids that we have available for you.

I am confident of the future of this industry, both short and long term. Adjustments downward are painful. Chairman Nourse of the President's Economic Council maintains that deflation has not gone beyond the limits of a healthy adjustment, and bankers at Washington to whom I have talked feel the same way.

Recovery from adjustment will come when buyers are again convinced that prices are on a firm base, this position to be reached this fall or not later than spring, 1950, according to the economic indicators available now to the crystal gazers. The saving grace of this adjustment period, which has been termed the "richest recession ever experienced," is that adjustments in all lines did not occur at the same time. It is probable in my judgment that the whole economy will again be pointing upward, as in 1922 after World War I, before this industry can get its inventories in most lines back to normal. If this prediction should come to pass, then as an industry we should escape the serious deflationary situation that many industries have had to face during the past eighteen months.

I do not know how the first session of this Congress is to be rated, but there certainly is a lot of the fair deal program still unenacted.

The second session of the Eighty-first Congress, convening next January, barring a special session this fall, will be making campaign fodder for fall, 1950.

It is logical to expect that the administration will seek again to fulfill its campaign pledges of 1948. This means the A. A. N., like all other business organizations, will once more have a heavy legislative schedule before it. Postal rate adjustments,

TOPS IN PLANT-FOOD VALUE!



AGRICO FOR LAWNS, TREES & SHRUBS

Contains all needed plant foods in just right proportions to stimulate season-long growth of greener lawns, healthier trees and shrubs. In 100, 50, 25, 10, 5 lb. bags.

AGRICO FOR GARDENS

Specially formulated for greater abundance of flowers, more bloom and color—better vegetables, richer in minerals and vitamins. In 100, 50, 25, 10, 5 lb. bags.

AGRICO FOR BROAD-LEAF EVERGREENS

Prepared expressly to feed Rhododendrons, Azaleas and other acid-loving plants—also builds up soil's acidity, essential for these plants. In 100, 50, 25, 10 lb. bags.

MANY leading Nurserymen use Special-Purpose Agrico Fertilizers exclusively—because Agrico-fed plantings have greater health and vigor. They sell Agrico to their trade, too—because customers get better results—and profits on Agrico sales help pay their own fertilizer costs and show a nice profit besides.

These three Special-Purpose Agrico Fertilizers go further, do a better job... more plant-feeding value per pound and per dollar. Order Agrico now—we furnish liberal supply of colorful booklets, display material, newspaper cuts, etc., to help you boost sales and profits. Write us today.

ORDER AGRICO NOW!

Order Agrico from nearest A.A.C. Sales Office, or write to

The AMERICAN AGRICULTURAL CHEMICAL Co.

50 CHURCH STREET, NEW YORK 7, N. Y.

wage-hour and labor law amendments, social security coverage expansion, increase of authorizations for nursery stock production by federal-state cooperative nurseries, appropriations for this and other governmental activities will need constant attention, plus any new legislative proposals that can always be anticipated. It is really remarkable what 435 Congressmen and Congresswomen plus ninety-six Senators can think up to pass a law on.

In view of the political and economic situation, which we can anticipate in 1950, our coming fiscal year will be another one full of problems and activity.

SOUTHWESTERN NOTES.

Sixteen members attended the dinner meeting held by the Kansas City Nurserymen's Association July 12 at the Fairfax airport restaurant, Kansas City, Kan. At a brief business meeting, conducted by Ralph Johnston, Kansas City, president, members voted to accept the invitation of the Willis Nursery Co., Ottawa, to hold the September 1 meeting at the nursery. Evert Asjes, Jr., showed movies of his trip to Europe last winter.

Ken Gilmore, who purchased Marlborough Gardens, 1540 East Eightieth

THE IDEAL PIPE FOR IRRIGATION PURPOSES!

4-in. and 6-in. NEW lightweight, high-pressure pipe, 20-ft. lengths, complete with new couplings, gaskets and bolts—all ready for quick installation.

IMMEDIATE SHIPMENT ON AN OUTSTANDING GRADE OF PIPE — PRICED TO SELL!

Because of its light weight, one man can carry a joint of 4-in. pipe and two men can easily carry a joint of 6-in. pipe. The couplings are complete and by reason of their simple construction can be applied with common labor—just a matter of screwing together a couple of bolts.

Also a complete stock of all other size pipe from 1½ ins. OD in diameter on up, in either new or a No. 1 grade of used pipe.

STEEL BUILDINGS—all sizes and types, from 4,000 sq. ft. and larger.

LOUIS GREENSPON, Inc.

OVERLAND 14, St. Louis County, Mo.
Phone: Winfield 5130

Use for PROFIT — Sell for PROFIT

LAWN MARVEL
FEED AS YOU WATER

Best • Most Economical for LAWNS • TREES • EVERGREENS
FREE SAMPLE and MONEY-MAKING PLAN.
PLANT MARVEL LAB. 12950 PARNELL AVE.
Dept. AM-8, CHICAGO 28, ILL.

ROOT CUTTINGS

FASTER

BETTER

Hormodin No. 1—For most softwood subjects. Each
1¾-oz. tin \$0.50
1 lb. 3.00

Hormodin No. 2—For more difficult subjects. Each
1¾-oz. tin \$0.75
1 lb. 4.50

Hormodin No. 3—Use for hardwood and hard-to-root subjects. Each
1 oz. tin \$1.00
½-lb. 4.50

Hormo Root Powders contain root-producing hormones, similar to the above and, in addition, have added fungicides and bactericides to protect against rot.

	2 oz.	1 lb.
Hormo Root A.....	\$1.00	\$5.00
Hormo Root B.....	1.25	6.50
Hormo Root C.....	1.50	8.00

Send for catalog.

SOMERSET ROSE NURSERY, Inc.

P. O. BOX 608
NEW BRUNSWICK, N. J.



BARTLETT PRUNING SAW

No. 114B—Special Utility Saw combines for the first time: QUICK cutting, SMOOTH cutting. EASY operation.

BARTLETT MFG. CO. 3058 E. Grand Blvd.
DETROIT, MICH.

STUDY AT HOME FOR ADVANCEMENT NEW IDEAS FUNDAMENTALS

1949 Professional Course
Contains 50 Printed Lessons

1. Planning the Small Home Grounds
2. Outdoor Living Room
3. Ornamental Trees
4. Ornamental Shrubs
5. Flowers and Vines
6. How Plants Live and Grow
7. How to Read Landscape Drawings
8. Methods of Growing and Propagating Plants
9. Rules for Plant Identification
10. Selection of Plants for Landscape Use
11. Foundation and Border Plants
12. Foundation Planting Problems
13. Vegetable Gardening
14. The Rose—Rose Culture
15. Propagation of Plants by Cuttings
16. How to Make Drawings that Secure Jobs
17. How to Grade, Drain and Shape the Grounds
18. Lawns—Installation—Maintenance
19. Walks, Roads and Pavements
20. Use of Garden Features and How to Build Them
21. Flower Borders and Rock Gardens
22. Garden Pools—Geometric—Informal
23. Fertilizers—Soil Preparation
24. The Formal Garden
25. The Formal Garden Plan
26. Pruning—How and When to Do It
27. Transplanting Operations
28. Landscape Maintenance
29. Public Grounds—Design
30. Surveying—Scale—Orientation
31. Surveying—Plane Table Method
32. Surveying—Transverse Method
33. Surveying—Mathematics—Tables
34. Tree Surgery
35. Budding and Grafting
36. Sprinkler Systems
37. How to Conduct Your Business
38. Economics of Garden Planning
39. Beauty—What It Is
40. Elements of a Successful Garden
41. Texture of Plants and Materials
42. Design and Planting Analysis Problem 1
43. Design and Planting Analysis Problem 2
44. Design and Planting Analysis Problem 3
45. Design and Planting Analysis Problem 4
46. Design and Planting Analysis Problem 5
47. Design and Planting Analysis Problem 6
48. Design and Planting Analysis Problem 7
49. Design and Planting Analysis Problem 8
50. Final Problem—Landscape Design

Plant lists separated for each
zone of the country.

Our Text Used by Many
Colleges and Universities.

*Mr. Nurseryman: This
training can help you
and your organization.*

APPROVED FOR VETERANS

NATIONAL LANDSCAPE INSTITUTE
310 S. Robertson Blvd., Dept. N-1.
LOS ANGELES 36, CALIF.

Please send complete information
without obligation.

Name _____

Address _____

VETERAN ☐

NONVETERAN ☐

street, Kansas City, Mo., in April, has decided to add nursery stock to his line of merchandise.

Harland F. Ormsbee, nurseryman and landscape gardener, has moved from Palisade, Colo., to Route 12, Grand Junction, Colo.

Mr. and Mrs. John Sarber, Sarber Nursery, Topeka, Kan., left July 14 for a combined business and pleasure trip through Indiana, Michigan and Ohio.

George Kroh, Kros Bros. Nurseries, Loveland, Colo., visited nurseries in Nebraska, Iowa and Kansas in late June and early July.

J. M. Hedges Co., Coffeyville, Kan., was low bidder on a roadside improvement project in Leavenworth and Wyandotte counties, with a total bid of \$12,974.

Henry C. Sharp has given up his landscape business at Excelsior Springs, Mo., and now is in charge of a private estate at Kansas City, Mo.
J. J. P.

COVER ILLUSTRATION.

Tilia Petiolaris.

Tilia petiolaris, the weeping white linden, is a handsome specimen tree for large lawns or parks, its drooping branches forming a comparatively narrow, rounded head, and its leaves, silvery-white below, fluttering in the breeze on long petioles. At maturity it reaches eighty feet or more in height and thirty-five to forty feet in spread.

The leaves are alternate, round-ovate, sharp-serrate, up to four and one-half inches long, white tomentose below and slightly pubescent above. The petiole is more than one-half the length of the blade. The lobes are uneven.

After the leaves are well developed, the flowers appear, usually in July, creamy-white, in cymes attached to a leaflike blade. The fruit is nutlike, warty and about one-third of an inch in diameter.

The furrowed bark is dark, with flat ridges, while the twigs are grayish-brown. The roots are fibrous, and the tree transplants well. It thrives in rich soil and does not withstand drought well. It is hardy in zone 5.

While *Tilia petiolaris* has been thought by some to be a hybrid, E. H. Wilson said all those in cultivation were descended from a single tree found many years ago in a garden at Odessa, Russia.

Propagation is by layers or cuttings or by grafting in spring or budding in summer on available common stocks.

AMERICAN NURSERYMAN

SEES GOOD JOB AHEAD

"I'm proud to say that your course in Landscaping has set me on a path I hope to follow the rest of my life. I take to this work like a duck takes to water."

O. A. Hilgendorf,
Maryland



Many a man has moved to higher places, has become a more valuable employee—with this practical, 8 to 12 months' home study course. Nursery owners whose men know landscaping increase their services to the public—and their profits.

45 printed and beautifully illustrated lessons—landscape gardening, designing landscaping of homes, estates, parks, cemeteries, etc. Continuous free consultative service. 33rd year. Students throughout the world. Approved for Veterans in all states. Booklet.

Francis A. Robinson, president, is a partner of Robinson & Parnham, member of American Association of Nurserymen in active professional landscape practice for 38 years.

AMERICAN LANDSCAPE SCHOOL

6535 Grand Avenue, Des Moines 12, Ia.

I'd like to know more about how to make money through landscaping.

NAME _____

ADDRESS _____

NURSERY NECESSITIES



—The safe spreader for better control of Lace Bug, Red Spider, Juniper Scale, Lilac Scale, Pine Leaf Scale, Spruce Gall Aphid.

CRYSTAL BORER REPELLENT

For most species of borers on deciduous trees. Apply as protective measure. Used by leading tree companies.

CRYSTAL NO-DRI

A scientific wax emulsion. Can be applied with spray equipment. Retards and reduces loss of moisture. Permits transplanting out of season.

Write for free booklets.

CRYSTAL SOAP & CHEMICAL CO., Inc.

Department AN

6300 State Road Philadelphia 35, Pa.

PLANTthion

(Parathion)

15% WETTABLE

\$1.75 per pound

4-lb. bags

2% DUST

20 to 35 lbs. per acre

25 lbs. \$10.00
50 lbs. 18.00

PLANT PRODUCTS CORPORATION
BLUE POINT, L. I., NEW YORK

RUBBER Products

AMERICA'S FINEST
KATKISH BRAND
Rubber Bands
Aprons
Bathing Slings
Clothing
Spray Buds
Kneeling Pads
Footwear
Gloves
Sponges
Rubber Balls
More
* GET OUR CATALOG AND PRICE SHEET
BROADWAY RUBBER MFG. CO. LOUISVILLE 2, KY.

SPRAY-LIFE

Contains VL-600, a product of the B. F. Goodrich Co.

Specially compounded by American Anode, Inc., Akron, Ohio.

- A Protective Coating for Evergreens, Shrubs, Roses, Perennials and Vegetable Plants.
- Prevents Excessive Dehydration during Transplanting—Shipping—Display.
- A Preservative Coating for Christmas Trees—Wreaths—Holly.

COMES IN CONCENTRATED LIQUID FORM—
JUST ADD WATER—MIXES IMMEDIATELY.

Apply with brush, spray or dip.

1-gal. trial sample, \$6.50 F.O.B., Chicago.

Available in 5-gal. and 50-gal. containers at lower prices.

National representative to the trade.

AMERICAN FLORIST SUPPLY CO.

1335 W. RANDOLPH ST.
CHICAGO 7, ILL.

31 W. 27th ST.
NEW YORK 1, N. Y.

MARKET DEVELOPMENT.

[Continued from page 25.]

funds with which to forward all regional releases to you.

Dick White in "Dividends" has given advance listing of national and regional releases. Some members, working with their local papers, have tied in their own advertising with this material. In addition, the story on "Industry Volume," which had to do with increase in nursery business since the war, was quoted extensively by the financial press, as it was carried by the McClure News Syndicate.

Material was supplied to newspaper garden editors, when requested. Facts and figures and photographs were furnished when possible.

Here is one fact which we should remember: That clipping services only return roughly from ten to fifteen per cent of all stories that have appeared. It is logical to assume that the A. A. N. actually enjoyed eight or ten times worth the outright newspaper publicity which appears on the panels.

Radio.

Last year 200 stations received our radio releases. Last fall that figure was increased to 375. This list was circularized, and forty per cent reported that they liked our service and

PORTABLE, ALL-BRASS CHAMPION GIVES YOU ALL-PURPOSE SPRAYING AT LOW COST

Here's ONE portable sprayer that does the work of several. Nozzle quickly adjusted to spray anything... up, down or sidewise... as fine mist or 30-foot stream:

INSECTICIDES • FUNGICIDES • OILS
DDT • WEED KILLER • WATER PAINT

No dangerous compressed air tank. Pressure pumped as needed in pressure cylinder only. 4 1/4-gal. tank and working parts all brass. Trouble-free, no clogging.

See your dealer or write for free literature. Territories available for established dealers.

CHAMPION SPRAYER CO.

Mfrs. of Portable Sprayers and Dusters
6509 HEINTZ AVENUE
DETROIT 11, MICH.



TIMELY NECESSITIES for Prompt Shipment

- "HOLLANDIA" BURLAP SQUARES
New Material, Soft, Easy to Tie; Saves Time, Labor and Twine.
- REED MATS for coldframes
- "GIBRALTAR" Frost Covers

Write for prices; state requirements.

NEW AMSTERDAM IMPORT CO., INC.
122-N Chambers St., New York 7, N. Y.

Horticultural PEAT MOSS
Finely Granulated
High Absorbency



revolutionizing insect control
on nursery plants

Thiophos

REG. U. S. PAT. OFF.

PARATHION

developed by American Cyanamid Company

Protect your ornamentals and nursery stock with regular applications of Wettable Powders or Dilute Dusts containing THIOPHOS Parathion. It gives remarkable control of virtually every type of insect attacking nursery plants.

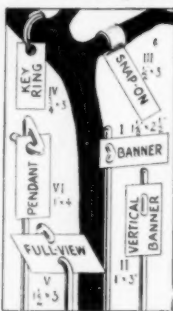
Be sure the insecticides you use are made from THIOPHOS Parathion.

AMERICAN Cyanamid COMPANY

AGRICULTURAL CHEMICALS DIVISION

30 ROCKEFELLER PLAZA — NEW YORK 20, N. Y.

LINCOLN PLASTIC PLANT MARKERS and Waterproof Indelible Ink



Withstand all Weather — Legible for Years — Preserve Identity and Insure Permanent Record of Valuable Varieties of Bulbs, Plants, Shrubs, Trees and Flowers.

Prices include ink, pen, penholder and postage on 25 lots only.

TYPE	25	100
I	\$1.25	\$4.00
II, III, IV	1.50	5.00
V	1.75	6.00

VI ..Price on request
For larger quantities, a special discount to nurserymen.

STRIP LABELS for Tacking to Wooden Standards Available in Sizes up to 3 x 5 ins.

LINCOLN LABORATORIES, Northfield, Minn.

ROTOTILLER OWNERS

With the AUTOMATIC DRIVES

installed on the wheels of your Rototiller, the operator can turn the machine at the end of the row with ONE hand very easily, as one wheel frees when starting to turn and locks into positive forward driving position when turn is completed. Second, the oil leaks from the transmission case also are permanently stopped with our special oil seals, which are installed in conjunction with the Drives. As the Model B1-6 is very hard to stop when the gearshift lever is pulled into neutral, you can stop it on THE SPOT when the Automatic Drive is installed. Rototillers equipped with a reverse unit turn under their own power when the operator pulls the reverse lever into reverse position.

For descriptive literature see your Rototiller dealer or write direct to:

AUTOMATIC DRIVE CO.

P. O. Box 555

Saginaw, Mich.

MARK YOUR PACKAGES WITH THIS STAMP
Clearly Quickly

This stamp has interchangeable type to change the size, grade and brand in a second. IT SPEEDS YOUR MARKING 20%. Can be made to meet requirements of every state. Write for prices and folder.

MASSACHUSETTS
MIN. SIZE 2 1/2 FANCY
Mass. Approved-Crate
GREENINGS
PACKED BY
R. D. MARCH
Shelburne Falls, Mass.

RIVET-O MFG. CO.
78 Orchard St., Orange, Mass.

Big "RAINBOW" Sprinkler

Sprinkles areas of 2500 square feet or more without having to be moved. Has 17 nozzles. Oscillates. Waters evenly. Adjustable for different size areas. Does the work of three or four ordinary sprinklers. Price only \$45. Money-back guarantee. Immediate shipment.

WHITE SHOWERS, INC.
17514 Woodward Detroit 3, Mich.
Complete Overhead Irrigation

wished us to continue sending material. Many stated that they used much of our information. The number of stations has steadily increased, and now a total of 752 regularly receive our release material. Our president, Howard Taylor, was interviewed by Phil Alampi over WJZ in a national hook-up. Last Monday our past president, Frank LaBar, gave a half-hour interview over a New York station. Requests have been received for personal interviews on horticultural subjects from a number of stations in various parts of the country. Regional and state organizations have been conducting a local campaign along these lines. WTIC, at Hartford, has had a monthly program which has been reported as successful.

Last year at Milwaukee a whole day was spent on recording data for radio transcriptions. We now have twenty-six "platters," and this list of subjects and information has been sent to our entire radio mailing list. Many requests have come in, a number for the fall season. These are reported in "Dividends," and it gives you an opportunity to tie-in with your station. It has been necessary to duplicate some subjects to take care of requests. To give you an idea of location of these requests, we have had them from Florida, Alabama, North and South Carolina, Indiana, Washington and Oklahoma.

Television.

We have had a mighty hard-working president this year. He has given your committee many long hours of his time. He appeared personally on our first television show, which was presented over WGY as a "trial balloon." The A. A. N. and our president got the credit. It was so well received that it was repeated over the Columbia Broadcasting System at New York, covering points from Chicago east. Three more broadcasts are already scheduled from WGY next fall, and we hope that they may again be requested on other stations. There are great interest and unlimited possibilities in this new field of activity. There have been a number of requests for programs and help throughout the country. Several people are already lined up for fall programs.

Your committee feels that we as nurserymen have a product that is of great interest to the gardening public and very suitable for television. We cannot afford to buy time, but we can offer to cooperate with our local stations with free services and help on local activities. Many of the new stations will be interested in sustaining programs. Subjects such as "Landscaping," which was used on our first

broadcast, "How to Plant," "How to Prune a Rose or a Fruit Tree," "Flower Arrangements" and others are all of public interest.

NBC is planning a weekly show next fall which will feature horticultural subjects. A new program at Chicago titled "R. F. D. America," is directed at the rural areas.

Magazines.

Cooperation with magazines throughout the country has been excellent and varied. The magazines shown in the presentation represent a combined circulation of 13,000,000. These panels do not include stories we have suggested and have not taken actual credit for.

Abraham Levitt, one of the country's largest private home builders, who developed "Levittown," near New York, has written an article on the use of fruit trees in housing operations, which we have sent to American Home.

Articles have been written by Verne Burnett Associates for (a) Mademoiselle's "Living," on fruit trees; (b) Your Home, on landscaping; (c) Sun Up, on gift certificates; (d) Modern Industry, on industrial landscaping; (e) Factory Management, on industrial landscaping; (f) Savings & Loan Publications of Ohio (national), on landscaping; (g) Tell, on industrial landscaping; and (h) Better Farms, on farmstead beautification.

Placement of articles by special writers in Better Homes and Gardens and one on fruit in Farm Quarterly has been done.

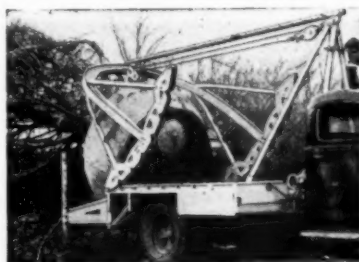
Photographs were supplied to American Home, Flower Grower and Better Homes and Gardens.

Frequent contacts with garden editors on story discussions have been made. Reprints of two articles, "Does Landscaping Pay?" and "Your Money Grows on Bushes," which appeared in House Beautiful are available from the Washington office.

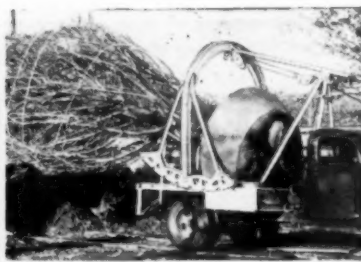
Special Tie-Ins.

Publicity was given to a national Arbor day this year. We had the excellent cooperation of the Boy Scouts, Girl Scouts and Campfire Girls in their respective publications on this subject.

Last year your committee reported cooperation with the National Garden Club of America and the Blue Star highway project. We were asked to prepare a planting plan suitable for use with their bronze markers throughout the country. This was done by a special committee, headed by Frank Styer. Choice of material was left to each state, depending on



Easy to load and unload big trees. Built-in jacks support rear of truck. Power winch does the work.



Load "rocks" forward, is balanced on truck for easy hauling. This new "rocker" principle is fast and easy.

Williams & Harvey's NEW "ROCKER" MOVER* for BIG TREES

- Fits any standard truck chassis.
- Handles up to 12-inch trees . . . 7-foot ball weighing 5 tons.
- Two sizes available.
- Superstructure quickly dismantled to permit other uses of truck.
- Neat appearing, strong, sturdy, long-life equipment.

The "Rocker" Tree Mover is in use by hundreds of leading nurseries and Park Departments in all parts of the United States. Its superiority has been proved.

WRITE for details and prices. Let us tell you how to save time and money in your business.

*The "Rocker" Mover is patented.

WILLIAMS & HARVEY NURSERIES

Box 7068, Country Club Sta.

Kansas City 2, Mo.

use rich... *Hyper-Humus*

PROFIT TWO WAYS



The CULTIVATED Organic
HYPER-HUMUS CO.,

1. Use HYPER-HUMUS in Your Flats. Fill your flats and coldframes with a mixture of Hyper-Humus, compost and topsoil, in equal parts. Raise stronger, better seedlings.
2. Sell HYPER-HUMUS to your customers. You'll find it consistently in demand by your many customers.

Write for Literature and Quotations

Box 31, Newton, N. J.

TWINE...

ROPE...

TWIST-EMS

Large Stocks

J. E. Fricke CO.

40 N. Front Street
Philadelphia 6, Pa.



GARDEN CLUB SHRUBBERY PROTECTOR



SHRUB-GARD

An invention that protects your shrubbery from the menace of destructive corrosive action caused by dogs. Makes the dog's visit so uncomfortable that he keeps away, yet it is so constructed that it will not harm the dog. The SHRUB-GARD is a unit of steel spring wires that are flexible and will not tear clothing of passersby. Each SHRUB-GARD has three prongs and covers approximately two and one half lineal feet.

Harmless to dogs or humans.
Packed one dozen to a carton, weight 2 lbs.
Price \$3.00 per dozen.

THOMAS J. MAGEE

631 E. Wadsworth Ave. Philadelphia 19, Pa.

Fraim's

TREE WOUND DRESSING

Since 1919

The Standard Dressing for 30 years with City and State Forestry Departments, Tree Surgeons, Nurserymen, Public Utilities, Telephone and Power Companies, Orchardmen and private homeowners.

—FOR—

SHADE - FRUIT - NUT - ORNAMENTAL - CITRUS TREES.



Requires no heating or mixing.

Ready to Use.

Apply with ordinary paint brush.

Price

\$3.00 per Gallon

Postpaid

QUANTITY PRICES ON REQUEST.

FRAIM MFG. CO.

GRANBY ST. AT 39TH.

NORFOLK 4, VIRGINIA

DIG POST OR SEEDLING HOLES SITTING DOWN!



The famous Danuser Digger attachment for popular makes of tractors digs seedling or post holes straight and quick. Augers for every requirement, from 4 to 18 ins. Write or wire for details. Dept. AB.

DANUSER MACHINE CO.

Fulton, Mo.

PLATE BOOKS

for Nursery Salesmen
Fruits—Shrubs—Evergreens

Send for our Catalog

B. F. CONIGISKY

202 Main St.

PEORIA 2, ILL.

a complete stock of nursery twines ★
GEO. B. CARPENTER & Co.
440 NO. WELLS STREET • CHICAGO, 54
"SINCE 1840"
and all of the best

Need we say more? It has always been our aim, and always will be, to supply the required needs with the best twines the market has to offer.

SPECIAL PINNING NAILS

Nails built to special specification for pinning.

These are 7d, smooth, box-pin-pointed with a special, heavy, thick head. Men can pin day after day without sore hands. Something we have never been able to get before, and we had to purchase in carload.

Priced F.O.B., Fairview, Pa. Usual 5 per cent cash discount.

1 to 5 cwt.
\$12.50 per cwt.

5 to 10 cwt.
\$12.00 per cwt.

10 cwt. or more
\$11.50 per cwt.

FAIRVIEW EVERGREEN NURSERIES

FAIRVIEW, PA.

DEVELOPING NURSERY SALES AND DISPLAY GROUNDS

\$1.00 per copy.

AMERICAN NURSERYMAN,

343 So. Dearborn St.,

Chicago 4, Ill.

climatic conditions. All stock is to be obtained by local garden clubs from local nurseries throughout the country. There are 250,000 potential buyers of nursery stock in the various garden clubs of America. By contacting your local clubs, offering to speak or assist with programs when asked and inviting them to your nurseries, you will be furthering community participation that will pay off also in dollars.

"Plant America."

Last year we launched the slogan "Plant America" at the Milwaukee convention. It was planned to launch this nationally for the gardening public last spring. Time did not permit, and it is now scheduled for national publicity later. A noted horticulturist will be the speaker at a luncheon to which the garden and radio press and the heads of a dozen co-sponsoring organizations will be invited, as well as several leaders in the United States Department of Agriculture. More on this will be reported in "Dividends." "Plant America" electros are available at the Washington office. We should all plan to use them and push "Plant America" in every way, to tie-in with the national publicity.

Members' Cooperation.

Thus far we have been discussing what has gone on this past year—the work of Verne Burnett Associates and the work of your committee. May I consider for a few minutes what we as nurserymen—members of the A. A. N.—have done this past year?

Reports and clippings have come to your committee that our releases have appeared in many local areas, that people have read them, that sales have increased. These reports generally have come from sources where a state committee is active.

In January you all received a copy of "Selling Tools for You." More are available in Washington, if you have mislaid your copy. This was prepared to suggest ways that the individual nurseryman could help himself in trade promotion.

Let us ask ourselves these questions: (1) Have we contacted our local newspapers and radio station? (2) Are we sure that they are on our mailing list? (3) Are we using the A. A. N. seal and giving it publicity ourselves in our area? Are you making it easy for the buyer to know that you are an A. A. N. member and to come to you for material when he buys nursery stock?

Have you surveyed the entire industrial possibilities in your area for landscape planting? There has been a large increase in this type of business, due to factories' moving out into the suburban areas. Bethlehem Steel Co. in the east is a splendid example of what can be done with a tough subject.

Have you tried advertising tie-ins with stores, movies, etc., and geared your advertising to the A. A. N. releases? Suppose your local paper runs our release on "Hedges." Why not advertise your nursery as the logical source of supply for such material? If you do any newspaper or radio advertising, I think you will find them willing to cooperate.

Frequently you receive a copy of "Dividends" with the regular A. A. N. bulletins. These serve to keep us informed of what is going on in the trade promotion schedule. Individual results will be governed a great deal by what we put into trade promotion ourselves.

Summary.

Let us summarize briefly what has been discussed above.

1. First a concentration of effort for the trade promotion program has been made. Instead of trying to cover all fields of activities, as we started to do, we have concentrated and enlarged on a smaller field, namely, timely publications for our communities. We believe we should go farther in tightening up our activity.

2. Instead of limiting our activities to the national field as in the past, we have concentrated more on regional activities, using local writers and subjects suitable to each climatic zone



\$112.50, equipped with three ball-bearing wheels.

\$125.00, equipped with two tapered roller-bearing main wheels, ball-bearing wheel in swivel. Recommended when truck is to be used as dolly or trailer.

ALL prices F.O.B. Kansas City.

NOW, You can get this BIG HAND TRUCK at once.

New, modern equipment now in use by hundreds of nurseries.

SAVE TIME and LABOR

Handle heavy jobs easier, faster, with fewer men. Get into places otherwise inaccessible to heavy equipment, without damage to established lawns.

HANDLES 40-inch BALL — 1500 lbs.

SPECIFICATIONS

- Specially designed curved nose.
- Electrically welded—strong, sturdy
- Equipped with three 4-ply 16-inch tires.
- Over-all width, 45½ inches.
- Over-all height, 7 feet 9 inches
- Weight, 175 lbs., including 10-ft. chain.
- Attractive, professional appearance.

Write for free illustrated folder.

THE GARDEN SHOP, Inc.
4833 Mission Rd., Kansas City 3, Kan.

PLANTCOTE

- Stops Transplanting Losses.
- Lengthens Shipping Seasons.
- Prevents Rapid Drying of Cut Greens.
- Stops Needle Drop of Christmas Trees.

Plantcote, a special liquid plastic containing VL600* (formerly Geon 31x*), has been tested and used by our customers for two seasons. **Plantcote is known to give results.**

Available in 1, 5 and 55-gal. containers in concentrated form. New low prices for the fall planting and shipping seasons and for the Holiday trade.

Dealerships still available.

*Trade-mark—B. F. Goodrich Chemical Co.

NO-WILT PLANT PRODUCTS CO.

SALES OFFICE: 5498 FITCH ROAD

NORTH OLMSTED, OHIO

Chase Wood Labels

Plain, Painted, Printed, Wired

THE BENJAMIN CHASE CO.

DERRY VILLAGE, N. H.

Write for Prices and Discounts

FERTO POTS

Made of Cow Manure

Plant eats pot. Write for booklet.

Dealers — Agents wanted

ALLEN CO. PITTSBURY, N. J.

A. M. & SON LEONARD

PIQUA, OHIO

Knives — Shears — Pruning Tools
Nursery Spades—Grafting Supplies

WRITE FOR CATALOG

Fraim's **TREE WOUND DRESSING**

Since 1919

The Standard Dressing for 30 years with City and State Forestry Departments, Tree Surgeons, Nurserymen, Public Utilities, Telephone and Power Companies, Orchardmen and private homeowners.

—FOR—

SHADE · FRUIT · NUT · ORNAMENTAL · CITRUS TREES.



Requires no heating or mixing.
Ready to Use.

Apply with ordinary paint brush.

Price
\$3.00 per Gallon
Postpaid

QUANTITY PRICES ON REQUEST.

FRAIM MFG. CO.

GRANBY ST. AT 39TH.

NORFOLK 4, VIRGINIA

a complete stock of nursery twines
GEO. B. CARPENTER & CO.
440 NO. WELLS STREET • CHICAGO 54
and all of the best
"SINCE 1840"

Need we say more? It has always been our aim,
and always will be, to supply the required needs
with the best twines the market has to offer.

SPECIAL PINNING NAILS

Nails built to special specification for pinning.

These are 7d. smooth, box-pin-pointed with a special, heavy, thick head. Men can pin day after day without sore hands. Something we have never been able to get before, and we had to purchase in carload.

Priced F.O.B., Fairview, Pa. Usual 5 per cent cash discount.

1 to 5 cwt.
\$12.50 per cwt.

5 to 10 cwt.
\$12.00 per cwt.

10 cwt. or more
\$11.50 per cwt.

FAIRVIEW EVERGREEN NURSERIES

FAIRVIEW, PA.

DEVELOPING NURSERY SALES AND DISPLAY GROUNDS

\$1.00 per copy.

AMERICAN NURSERYMAN,

343 So. Dearborn St.

Chicago 4, Ill.

DIG POST OR SEEDLING HOLES SITTING DOWN!



The famous Danuser Digger attachment for popular makes of tractors digs seedling or post holes straight and quick. Augers for every requirement, from 4 to 18 ins. Write or wire for details. Dept. AB.

DANUSER MACHINE CO.

Fulton, Mo.

PLATE BOOKS

for Nursery Salesmen
Fruits—Shrubs—Evergreens

Send for our Catalog

B. F. CONIGISKY

202 Main St.

PEORIA 2, ILL.

climatic conditions. All stock is to be obtained by local garden clubs from local nurseries throughout the country. There are 250,000 potential buyers of nursery stock in the various garden clubs of America. By contacting your local clubs, offering to speak or assist with programs when asked and inviting them to your nurseries, you will be furthering community participation that will pay off also in dollars.

"Plant America."

Last year we launched the slogan "Plant America" at the Milwaukee convention. It was planned to launch this nationally for the gardening public last spring. Time did not permit, and it is now scheduled for national publicity later. A noted horticulturist will be the speaker at a luncheon to which the garden and radio press and the heads of a dozen co-sponsoring organizations will be invited, as well as several leaders in the United States Department of Agriculture. More on this will be reported in "Dividends." "Plant America" electros are available at the Washington office. We should all plan to use them and push "Plant America" in every way, to tie-in with the national publicity.

Members' Cooperation.

Thus far we have been discussing what has gone on this past year—the work of Verne Burnett Associates and the work of your committee. May I consider for a few minutes what we as nurserymen—members of the A. A. N.—have done this past year?

Reports and clippings have come to your committee that our releases have appeared in many local areas, that people have read them, that sales have increased. These reports generally have come from sources where a state committee is active.

In January you all received a copy of "Selling Tools for You." More are available in Washington, if you have mislaid your copy. This was prepared to suggest ways that the individual nurseryman could help himself in trade promotion.

Let us ask ourselves these questions: (1) Have we contacted our local newspapers and radio station? (2) Are we sure that they are on our mailing list? (3) Are we using the A. A. N. seal and giving it publicity ourselves in our area? Are you making it easy for the buyer to know that you are an A. A. N. member and to come to you for material when he buys nursery stock?

Have you surveyed the entire industrial possibilities in your area for landscape planting? There has been a large increase in this type of business, due to factories' moving out into the suburban areas. Bethlehem Steel Co. in the east is a splendid example of what can be done with a tough subject.

Have you tried advertising tie-ins with stores, movies, etc., and geared your advertising to the A. A. N. releases? Suppose your local paper runs our release on "Hedges." Why not advertise your nursery as the logical source of supply for such material? If you do any newspaper or radio advertising, I think you will find them willing to cooperate.

Frequently you receive a copy of "Dividends" with the regular A. A. N. bulletins. These serve to keep us informed of what is going on in the trade promotion schedule. Individual results will be governed a great deal by what we put into trade promotion ourselves.

Summary.

Let us summarize briefly what has been discussed above.

1. First a concentration of effort for the trade promotion program has been made. Instead of trying to cover all fields of activities, as we started to do, we have concentrated and enlarged on a smaller field, namely, timely publications for our communities. We believe we should go farther in tightening up our activity.

2. Instead of limiting our activities to the national field as in the past, we have concentrated more on regional activities, using local writers and subjects suitable to each climatic zone



NOW, You can get this BIG HAND TRUCK at once.

New, modern equipment now in use by hundreds of nurseries.

SAVE TIME and LABOR

Handle heavy jobs easier, faster, with fewer men. Get into places otherwise inaccessible to heavy equipment, without damage to established lawns.

HANDLES 40-inch BALL — 1500 lbs.

SPECIFICATIONS

- Specially designed curved nose.
- Electrically welded—strong, sturdy
- Equipped with three 4-ply 16-inch tires.
- Over-all width, 45½ inches.
- Over-all height, 7 feet 9 inches
- Weight, 175 lbs., including 19-ft. chain.
- Attractive, professional appearance.

Write for free illustrated folder.

THE GARDEN SHOP, Inc.
4833 Mission Rd., Kansas City 3, Kan.

\$112.50, equipped with three ball-bearing wheels.

\$125.00, equipped with two tapered roller-bearing main wheels, ball-bearing wheel in swivel. Recommended when truck is to be used as dolly or trailer.

ALL prices F.O.B. Kansas City.

PLANTCOTE

- Stops Transplanting Losses.
- Lengthens Shipping Seasons.
- Prevents Rapid Drying of Cut Greens.
- Stops Needle Drop of Christmas Trees.

Plantcote, a special liquid plastic containing VL600* (formerly Geon 31x*), has been tested and used by our customers for two seasons. **Plantcote is known to give results.**

Available in 1, 5 and 55-gal. containers in concentrated form. New low prices for the fall planting and shipping seasons and for the Holiday trade.

Dealerships still available.

*Trade-mark—B. F. Goodrich Chemical Co.

NO-WILT PLANT PRODUCTS CO.

SALES OFFICE: 5498 FITCH ROAD

NORTH OLMSTED, OHIO

Chase Wood Labels

Plain, Painted, Printed, Wired

THE BENJAMIN CHASE CO.

DERRY VILLAGE, N. H.

Write for Prices and Discounts

FERTO POTS

Made of Cow Manure

Plant eats pot. Write for booklet.

Dealers—Agents wanted

ALLEN CO. PITTSBURY, N. J.

A. M. & SON LEONARD

PIQUA, OHIO

Knives - Shears - Pruning Tools
Nursery Spades-Grafting Supplies
WRITE FOR CATALOG

ARE ROOT KNOT NEMATODES ROBBING YOU?



D-D* KILLS NEMATODES Quickly..surely..at low cost!



• Losses due to Root-Knot Nematodes can no longer be charged off to bad luck. The hard-to-reach pests are now being eliminated successfully in progressive nurseries everywhere . . . with D-D.

D-D is an effective low cost nematode killer. Shell-approved methods make D-D easy and economical to apply . . . in hothouse beds as well as outdoor acreage.

Use D-D in your own operation to nurture healthy, virile plants.

Then tell your customers your plants were protected from nematode injury. Recommend to your customers that they, too, use D-D to provide a "clean" soil for optimum plant growth.

*D-D, a soil fumigant,
Reg. U. S. Pat. Off.



SHELL CHEMICAL Corporation

500 Fifth Avenue, New York 18
100 Bush Street, San Francisco 6
Los Angeles • Houston • St. Louis
Chicago • Cleveland • Boston
Detroit • Newark



area. It is proposed that these be further regionalized releases concentrated in planting seasons rather than on a monthly basis.

3. Until this year, few mentions were given to the A. A. N. Mentions are generous now.

4. Increased use of radio and television, by active participation of our membership in local stations, has been made. We are now serving 752 radio stations. Last year it was slightly more than 200.

5. "Plant America" as a national slogan is scheduled for publicity later. All of us should use the electros now available in Washington and tie-in with publicity. Let us be prepared for the national publicity.

Our total outlets for promotion are now over 1,700, compared with about 1,000 a year ago. This includes garden club publications, magazines, syndicates, house organs, special writers and other forms of activity.

On the whole, I feel that we can report progress to you on this program, but do believe that further improvement can be made for another year. The past twelve month's work was reviewed last evening at a meeting of the fall market development and publicity committee and the executive committee of the A. A. N. Plans in general were discussed for 1950, and various changes in the program are under consideration for the carrying on of trade promotion work.

We propose for your consideration the following recommendations:

1. That the trade promotion program, which we consider essential to our business, be continued.

2. That the market development and publicity committee recommend a budget of \$25,000 for the next fiscal year for the committee program.

3. That the contract with Burnett Associates be not renewed at its expiration date; and that the committee be instructed and authorized to spend the funds appropriated by the board of governors on publicity at their discretion, with the advice of the president and secretary of the A. A. N. and with the approval of the executive committee of the A. A. N.

MICHIGAN CONFERENCE.

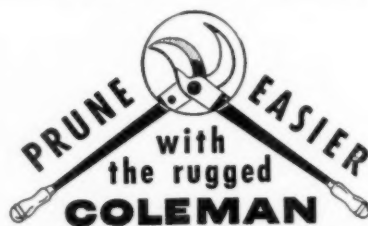
[Continued from page 26.]

It is particularly important to allow grass to grow high under trees during the summer months. Three inches is preferable, and it should never be cut less than two inches above ground level.

Nursery Groups' Aims.

The evening session was devoted to a presentation by the officers of

AMERICAN NURSERYMAN



A good deep hook prevents slipping—draws the limb into the shears. Correctly ground blades make cutting easier, smoother and cleaner. Easily cuts 1 3/4-in. branches without straining or twisting. Made of one-piece chrome alloy steel—drop-forged, then trip-hammered for extra strength and toughness. Wood grips, put on with punch press action, are there to stay.

Light and slim to get in narrow space and close to limb.

Satisfaction Guaranteed

Length 30 ins.	\$4.20
Length 25 ins.	3.90
Length 20 ins.	3.60

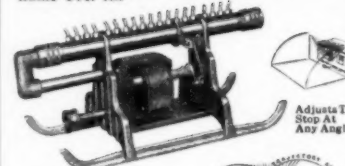
At your dealer's,
or give us his name.

COLEMAN TREE PRUNERS

Box N
Tioga Center, Tioga Co., New York

ACME Shower Queen

"Rains Over All"



300 GALLONS

PER HOUR — FALLS

Like Rain

The Shower-Queen gives extra large coverage, easily adjusted for various size areas—no splattered windows, no soaked pedestrians, no puddles, no rivulets. Trouble-free, scientific centrifugal hydraulic motor, noiseless, non-rust construction. Operates on 20 to 100 or more pounds' pressure. 14 1/2 ins. long x 6 1/2 ins. wide x 6 1/2 ins. high.

WRITE FOR COMPLETE

DATA AND PRICES

ACME SPRINKLERS

412 Walbridge St. Kalamazoo 3, Mich.



Reg. U. S. Pat. Off.

Scientific Growth Stimulant

Write for Free Booklet

SCHUYLKILL CHEMICAL CO. 2346 Sadjay Ave. Philadelphia 32, Pa.

For Treating
Cuttings
and Seeds
Bulbs and Tubers

the aims and accomplishments of ten organizations concerned with certain phases of the nursery and landscape industries in the state of Michigan. The speakers were John Venman, president, Michigan State College; Robert Adzel, vice-president, Landscape Association of Michigan; John Keizer, vice-president, Grand Rapids Nursery and Landscape Association; Eliot Rice, president, Saginaw Valley Nurserymen's Association; Bernard Ward, president, Central Michigan Nursery and Landscape Association, and secretary, Michigan Association of Nurserymen; Irvin J. Mathews, secretary, north central district, National Mail Order Nurserymen's Association; Karl Dressell, secretary, Michigan Forestry and Park Association; Mrs. Isabell Grunau, chairman, horticulture section, Michigan Academy of Science, Arts and Letters, and Harry O. Brumpton, president, Michigan State College Nursery and Landscape Alumni.

In addition to the foregoing officers, Spencer McConnell, president, Canadian Association of Nurserymen, and Irvin J. Mathews, as past president of the Indiana Association of Nurserymen, discussed some of the accomplishments of the organizations in their respective areas and showed how the combined efforts of all the groups aided the advancement of the nursery industry.

A musical interlude followed, and Prof. F. L. O'Rourke, department of horticulture, was presented with a tripod and slide view by the alumni and students of the nursery management course.

History of Nursery Industry.

The principal address of the evening was given by E. A. Gallup, superintendent of parks, Ann Arbor, Mich. Mr. Gallup treated the historical development of the nursery and landscape industry from small beginnings at the start of the century to almost gigantic proportions at the present time. Mr. Gallup also discussed the integration of all those engaged in various aspects of ornamental horticulture and pointed out that the success of the entire industry is dependent upon the well being of all of these persons—from those who propagate the seeds to those who look after the maintenance of the mature plants.

Special Interest Meetings.

In mid evening the assemblage broke up into smaller groups, by which discussions and round-table meetings on specific phases of the industry were held.

Arthur L. Watson, A. L. Watson Nurseries, Grand Rapids, was chair-

MAKE EXTRA PROFITS 2 WAYS WITH "NA-CHURS" LIQUID FERTILIZER

Here's a product that will make you money two ways. By using it on your plants you can control growing and market at highest prices—by selling it to garden enthusiasts you pocket liberal discount off retail price and build steady, repeat business.

FOR YOUR USE

"Na-Churs" is a tried and tested liquid fertilizer containing growth-build-up elements that quickly nourish plant life. No extra equipment needed to apply "Na-Churs"—you water and fertilize in one easy operation. Since "Na-Churs" acts so fast, you cut growing time and take advantage of highest market prices. "Na-Churs" is inexpensive to use—one gallon of liquid concentrate makes 256 gallons of liquid fertilizer.

FOR YOUR CUSTOMERS

Sell "Na-Churs" to your customers—it's ideal for lawns, flowers, shrubs, trees and potted plants. "Na-Churs" is Nationally Advertised—carries local cooperative advertising—has free point-of-sale merchandising aids, and gives you liberal profit. Make money two ways with "Na-Churs"—use it yourself and sell it to your customers. Full and complete information on "Na-Churs" is yours for the asking—send for it TODAY with no obligation on your part.

WRITE DEPT. A TODAY FOR COMPLETE INFORMATION

"NA-CHURS" PLANT FOOD COMPANY
MARION, OHIO LONDON, CANADA



FOR ACID SOIL PLANTS
RELIANCE
Azalea and Camellia
SPECIAL

Already famous for use on **Azaleas and Camellias**—Fast becoming the leading plant-food for use on Magnolias, Hollies, Gardenias, Rhododendrons, Kalmia, Tea Olives, Blueberries, Tuberous Begonias, Fuchsias, etc.

Cultural Booklet—**Azaleas and Camellias**—will be sent upon request.

The RELIANCE FERTILIZER CO.
SAVANNAH, GEORGIA

HALPERN BROS.
NURSERY BURLAP
Squares and Rolls

and

MESH COTTON NET SQUARES

272 S. 2nd St. Market 3346
PHILADELPHIA 6, PA.

**New Sensational
Profit Seller**

Magic



An amazing chemical compound—put up in handy cans—readily inserted in hole drilled in the center, decomposes fibers down to root tips for easy, final removal of old or new tree stumps. Saves money, time, labor.

LIST IN YOUR CATALOG! COUNTER DISPLAY CARDS FURNISHED! Priced Right. Write today for quantity prices.

H. D. CAMPBELL CO.,

SAMPLE ORDER
Prepaid
12-16 oz. \$16.20
\$1.35 Ea.—Retail
\$2.75 Ea.—
Profit \$1.40 Ea.

Rochelle 122, Ill.

RUBBER BUDDING STRIPS (B. F. Goodrich)

Length	Width	Thickness	Per Lb.
4 ins.	$\frac{3}{8}$ -in.	.010-in.	3600
5 ins.	$\frac{3}{8}$ -in.	.010-in.	2900
4 ins.	$\frac{3}{8}$ -in.	.016-in.	2250
5 ins.	$\frac{3}{8}$ -in.	.016-in.	1900
4 ins.	$\frac{3}{8}$ -in.	.020-in.	1800
5 ins.	$\frac{3}{8}$ -in.	.020-in.	1450

(Several other sizes available)

	Approx. No.	Prices Per Pound
		.010-in. .016-in. .020-in.
		Gauge Gauge Gauge
5 to 45 lbs.		\$1.75 \$1.50 \$1.40
50 to 95 lbs.		1.35 1.15 1.05
100 to		
495 lbs.		1.20 1.02 .94
500 lbs.		
and over.		1.05 .92 .84

Transportation Terms: Freight prepaid or allowed at minimum rate on shipments of 100 lbs. and over.

WILLIS NURSERY CO.
"Your Wholesale Nurserymen"
OTTAWA, KANSAS



**SELF-PROPELLED
NURSERY SPRAYER**
Clearances up to 78 inches.
Sprays Four Rows at One Time.
Cultivator can be attached.
For Information Write:
VICTOR FRIDAY, COLOMA, MICH.

BURLAST
BALL SAVER
ENDS RE-BURLAPPING
HILL'S NURSERY
P. O. Box 43 VICTORIA, TEXAS

Ideal Garden Gadgets...
METAL LABEL MARKERS
Flag... Swing... Display
SEND FOR DESCRIPTIVE FOLDERS TODAY
LANSING SPECIALTIES MFG. CO.
721 N. HAYFORD LANSING 12, MICH

man of the group on propagation and growing. In a discussion of various methods and media for the rooting of cuttings, the growers advocated the use of vermiculite rather than other media.

Humidified propagation greenhouses such as that operated for the past few years at Michigan State College are now being put into service by a number of growers. One large grower stated that, with the use of mist nozzles in his greenhouse, he is able to root cuttings of practically all the common evergreens with 100 per cent survival.

James Johns, Richards Gardens, Plainwell, discussed sphagnum moss for potting rooted cuttings of hardy chrysanthemums for growing and subsequent shipping. Not only do the cuttings grow faster in sphagnum moss, but the plants arrive at their destination in much better condition after shipping than they do when grown in soil.

The landscape nurserymen met under the chairmanship of Harold E. Hunziker, M. J. Hunziker & Sons, Niles. Business methods were discussed first, and it was reported that in practically all areas the past spring's business was the best ever experienced and that prospects for fall are good. The usual discussion on the extension of the planting season during the early summer months brought out the fact that many nurserymen are using plastic resins or waxes to delay water loss in wilting and are experimenting with the use of cans, pots, tubs and other containers for establishing plants before transplanting. Many of the persons present seemed to think that the use of larger-size tin cans was promising. However, the use of containers by nurserymen may be limited by the cost, not only of the container itself but also of labor in potting and of facilities for keeping the plant several months until it is sold.

Persons interested in landscape and park maintenance met with Frank Vaydik, department of parks and recreation, Detroit, as chairman, and discussed the use of various weed killers.

Pelleted Seeds.

The Friday morning sessions opened with a discussion on the possibilities that pelleted seeds may have in the nursery industry. Dr. R. L. Carolus, department of horticulture, told of the research that had been done on the pelleting of vegetable seeds at Michigan State College during the past spring. The chief advantage was spacing with uniformity in planting, but other advantages might accrue by

AMERICAN NURSERYMAN

SUDBURY Soil Test Kit



Get Bigger, Better Crops

Test your own soil expertly—quickly learn how much nitrogen, phosphorus and potash it needs for every crop—whether soil is acid or alkaline (pH). No waiting for reports—no knowledge of chemistry needed—no exacting measurements.

A Sudbury Soil Test Kit is more important than all your sprayers, tractors and tools. Assures bigger crops from every bench and plot, more fancies, higher market prices. It saves money often wasted on wrong analysis fertilizer... which may even injure valuable crops.

Used by gov't. departments, market growers, florists, estates. Fine hardwood chest—everything for hundreds of tests. Full instructions—pays for itself in a year. Order C.O.D. \$22.50 plus express (or send \$22.50 and we'll prepay express). Money-back guarantee.

SUDBURY LABORATORY
Box 940, South Sudbury, Mass.

Dealers Write for Special Offer

NEW! If you want your Sudbury Soil Test Kit in new streamline welded steel chest with luggage type handle, instead of wood case, send \$27.50 instead of \$22.50 (see above).

ORDER FROM THIS AD

PRINT YOUR OWN POST CARDS

COMPLETE OUTFIT
only \$7.50

Amazing results in sales, inquiries and contacts... saves time and money... very easy to use. GEM STENCIL DUPLICATOR is ideal for Advertising, Announcements, Notices, Labels, Forms, Price Lists—hundreds of uses for every type of business and organization. Comes complete with all supplies, instructions and 60-page Book of Ideas. Free Trial Offer: Try it before you buy it! Write and a GEM OUTFIT will be sent you postpaid. After 10 days, send only \$7.50 or return the GEM, no questions asked. The GEM must sell itself; you be the judge.

BOND EQUIPMENT CO. • Dept. 129
6633 Enright • St. Louis 5, Mo.

SEND NO MONEY, FREE TRIAL OFFER

LINDIG'S SOIL SHREDDER



New improved model

Now available with Screening Attachment.

Engineered for the perfection of soils.

Prompt delivery.

Write for folder and price list.

Lindig's Mfg. Co. 1875 W. Larpentour Ave.
St. Paul 8, Minn.

TRUCK DECALS

Lettering and trademark reproductions made for your trucks, agent autos, etc. Easy to apply, distinctive uniform advertising, economical for small or large fleets.

Write for catalog.

MATHEWS COMPANY
827 S. Harvey Ave. OAK PARK, ILL.

placing protectives, such as fungicides or substances to repel rodents, within the pellet. The addition of other substances at the time of germination of the seeds, which could be more adequately controlled, is being considered.

Delaying the germination of the seeds for a few days could be particularly important where one wished to use a preemergence contact spray to control weeds. Substances being used to form the pellet about the seed at the present time are fly ash, certain clays and a fine grade of vermiculite. Fertilizers in small quantities, particularly minor elements, are sometimes incorporated within the pellet.

Perennials and Woody Plants.

The next feature on the program was a talk by Prof. C. E. Wildon, department of horticulture, who presented a list of perennials that every nurseryman should stock. The list had been prepared by Dr. E. I. Wilde, of the same department and superintendent of the Michigan State College arboretum, Hidden Lake Gardens, who was prevented from attending the conference because of a slight illness. Professor Wildon stressed the fact nurserymen, in general, were neither growing nor selling so many hardy perennials as they should in order to satisfy the ever-increasing demand.

Dr. W. J. Haney, department of horticulture, expressed the need for plant-breeding research with hardy woody ornamental plants, pointing out that the prevailing type of architecture of many new homes is causing a need for low, wide-spreading forms of ornamental shrubs and that these would logically be the result of systematically planned plant breeding.

Nutrient Needs of Plants.

H. L. Garrard, research department, American Potash Institute, Inc., said that nurserymen were in a good position to give advice to property owners on the care of ornamental trees and shrubs because the average homeowner had more confidence in the recommendations of his local nurserymen than in those from other sources. The nutrient needs of plants can be determined partly by soil tests, but more accurately by leaf or tissue analysis, he said. Methods of working out such tests are still in the developmental stage, but it may be that in the future one will be able to use a quick test to determine the fertilizer needs of the plant.

Quarantine Regulations.

C. A. Boyer, director of the bureau of plant industry, Michigan department of agriculture, brought

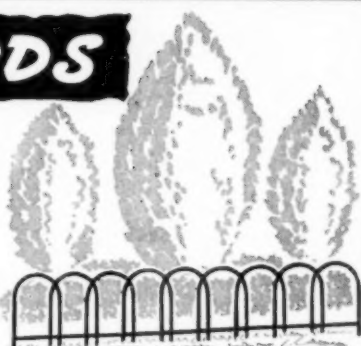
E-Z-GARDS

The Fence Designed with You in Mind

E-Z on the eye, E-Z on the budget, E-Z GARDS beautify and protect any property. E-Z GARDS are ideal for use around shrubbery, flower beds, evergreens . . . along sidewalks, etc.

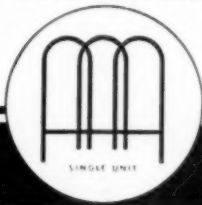
E-Z GARDS are made of sturdy heavy-gauge enamel wire welded into strong, durable units, 21 inches high and 20 inches long. When set up, height can be varied from 12 to 15 inches. E-Z GARDS interlock, forming a continuous fence, or can be used as a single unit.

E-Z GARD Jr.—latest addition to the E-Z GARD line. This single wicket, galvanized unit is ideal for small areas.



Your choice of 4 gay colors: Lawn-green, Sunshine-yellow, Tangerine and Hibiscus-red. Galvanized E-Z GARDS are available for conservative buyers.

If our factory representative does not call on you, write us today for illustrated folder and dealer's price.



BROADWAY MACHINE & MFG. CO.
SHELBYVILLE, INDIANA

HORTICULTURAL PEAT MOSS

98% ORGANIC Matter

WANTED — YOUR 1949 PEAT MOSS BUSINESS

Better equipped than ever to serve you. Fine dry or medium wet grades, packed in 100-pound bags, veneer crates or bulk cars. Samples, analysis and rates furnished on request.

GET OUR PRICES BEFORE YOU BUY

GEORGIA PEAT MOSS CO., INC.
Lake Park, Ga.

CUT YOUR GROWING COSTS

Rejuvenate Your Soil and Grow Big with

VITALOAM

Trade Mark

The Choice of America's Finest Growers—from Coast to Coast

—100 PER CENT ORGANIC—

Use No Manure — No Commercial Fertilizer. Apply Vitaloam Once—At Planting Time.

If No Distributor Close—Will Ship Direct

SOIL RESEARCH LABORATORIES, Inc.

531 East Main St. Lancaster, Ohio

PRONOUNCING DICTIONARY of Plant Names

64 pages, 3000 names, 25¢ per copy
American Nurseryman Chicago

HYPONEX PLANT FOOD

CLEAN—ODORLESS—SOLUBLE—POWDER

USE HYPONEX to grow bigger and better flowers and vegetables in poorest soil—even in sand, clinders or water. Excellent fertilizer for trees, shrubs, lawns and houseplants.

USE HYPONEX for top dressing, seedlings, cuttings and transplants. Produce strong root systems and stems, also more and larger flowers and fruit.

SELL HYPONEX to your customers. Nationally advertised.

1 oz. packet . . . 10¢—packed 72 to case—wt. 7 lbs.
3 oz. can . . . 25¢—packed 36 to case—wt. 12 lbs.
7 oz. can . . . 50¢—packed 24 to case—wt. 14 lbs.
1 lb. can . . . \$1.00—packed 12 to case—wt. 16 lbs.
10 lb. drum \$8—25 lbs. \$12—50 lbs. \$20—100 lbs. \$40

Commercial growers and dealers receive 33-1/3% discount from the above retail prices.

BUY HYPONEX from your jobber or send \$1 for 1 lb. (makes 100 gallons). \$1 credited on first order for 1 drum or case.

HYDROPONIC CHEMICAL COMPANY, Inc.
Copley, Ohio

BOOKS

for Nurserymen

Book A. Illustrates in full color 235 standard nursery items, brief description, substantially bound. Price, \$1.00 each in small lots.

Descriptive Nursery Catalog

Nicely illustrated, 48 pages and cover. Price, 20c each in small lots.

Correct Planting Methods

A pocket-size 48-page booklet. Very complete but concise information, well illustrated. Helpful in preventing claims for dead stock that cost nurserymen money. Sample, 10c. Write for discounts on quantities.

Evergreen Folder

Popular items in full color. Price, 8c each in small lots.

Shrub Folder

Also in full color, 6c each.

Write for Quantity Discounts.

Will send sample copy of each of the above on receipt of \$1.25. Cash with order.

Made to Order

Catalogs, Folders, etc., with illustrations in full color or one color. Thousands of engravings available. Send your specifications or samples for estimate and suggestions.

A. B. MORSE COMPANY
ST. JOSEPH, MICHIGAN

IT COSTS NO MORE
(and in most instances less)

**FOR OUR PACKING OF
Nursery Burlap
Squares and Rolls**

Write for prices and samples.

L. ATKIN'S SONS
P. O. Box 167 Rochester, N. Y.

WOOD LABELS

For Nurserymen

**DAYTON
FRUIT TREE LABEL
CO.**

Ray and Kiser Sts. DAYTON, O.

the group up to date on the new quarantine regulations. In the future the states concerned will handle the postentry inspection of plant materials which have been imported from abroad. Many of these plants must be held at the nursery for a year or two in order to determine if they show symptoms of virus diseases.

To conclude the morning session, Joseph R. Fleurent, Light's Tree Co., Richland, formerly with the Morton Arboretum, Lisle, Ill., showed an excellent collection of slides of hedges of ornamental materials.

Plant Nutrition.

In the afternoon, Dr. A. L. Kenworthy, department of horticulture, gave a talk entitled "Wheels of Nutrition." He compared the spokes in a wheel to the mineral elements upon which plants live and stated that, when all these elements are in proper balance, the wheel is round and will pull the wagon of growth more easily than when they are out of balance and cause the wheel to be lopsided. In addition to needing the major plant elements of nitrogen, phosphorus, potassium, calcium and magnesium, many plants require iron, copper, boron, zinc and manganese in small quantities, said Dr. Kenworthy. The addition of one element may cause a decrease in the availability of another element.

Plant Containers.

William H. Gray, Gray, Inc., landscape architects, River Forest, Ill., gave an illustrated lecture on the use of plant containers as an adjunct to retail nursery sales. He pointed out that the nurseryman should begin to think somewhat like the florist and should display plants when they are looking their best, that is, in full leaf or bloom rather than in a more or less dull, dormant condition. To dress up plants so that they may be moved without loss during the growing season entails the use of light but strong containers. Mr. Gray has been developing such containers for the past several years.

Following Mr. Gray's talk, movies were shown of the Cloverset Flower Farm, Kansas City, Mo., through the courtesy of that firm.

In a plant identification contest which followed the tours, participants had to match the correct name of twenty-five plant specimens displayed in containers with those on a sheet of paper. The winner, Robert Frantz, M. J. Hunziker & Sons, Niles, Mich., was awarded a large vase contributed by Ward's Flower Ranch, Lansing.

NURSERY LABELS WATERPROOF

"Rite on the Rain"
brand

(We are sole distributors.)
Made from highest quality tag board.

Use any ordinary pencil.
Rain or shine, writing stays on.
In sheets of 20.

Can be used in typewriter.

Two lengths
8 x 1/2 ins., 1000 per pkg., \$2.50
Per 5000 lots, \$2.25 per 1000.
6 x 1/2 ins., 1000 per pkg., \$1.50
Per 5000 lots, \$1.40 per 1000.

Prices for larger quantities
quoted on request.

Prices F.O.B., Portland, Ore.
or Tacoma, Wash.

WOOD

Tree, Pot and Garden Labels
BENJ. CHASE CO.

and

WOSCO

(Made in Portland)

Plain, painted or printed.

Distributors for

GOODRICH

Rubber Budding Strips

and

CLOVERSET POTS

Write for prices.

PORTLAND WHOLESALE NURSERY CO.
306 S.E. 12th Ave.
P. O. Box 2062
PORTLAND 14, ORE.

BURLAP

100,000 40x40-inch Domestic
\$90.00 per 1000.

Guaranteed against tender stock.
Other sizes correspondingly priced.

Also open onion squares.

Manila hawser for stranding.

Inquiries invited. Samples on request.

ACME BURLAP BAG CO.

Box 1051 HARTFORD, CONN.

RAFFIA

MADAGASCAR in A. A.

West coast and X. X. Superior

Also

**GOODRICH
BUDDING STRIPS**

Write for prices

THOMAS B. MEEHAN CO.
Dresher, Pa.

FULL-COLOR BROADSIDES

12 x 19-in. fruits, shrubs, or bulbs. Imprinted to order and folded to 4 1/4 x 9 1/2 ins. or 8 x 9 1/2 ins.

Shipping tags, plant labels, catalogs, price lists, order blanks, order books, stock cards, gummed labels, blotters, distinctive letterheads, envelopes, statements, circulars.

Write for samples and prices.

THE TINGLE PRINTING CO.
PITTSVILLE, MD. SINCE 1907